



# THE FALLON CHALLENGE

*Rodney J. Fallon Scholarship*

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BUSINESS IDEA DECK TEMPLATE



# EXECUTIVE SUMMARY

## THE BUSINESS IDEA

Provide a high-level overview of the product or service.

Tell us about your mission.

What problem does this business idea solve?



## THE OPPORTUNITY

Describe the industry in which you will operate (i.e., manufacturing, retail, forestry, health & fitness, etc.).

Summarize the market (i.e., size, leadership, key players, relevant trends, growth, shifts, pricing, competition, etc.).



# MARKET SUMMARY

## TARGET MARKET

Provide a summary of your target market (i.e., age, gender, salary, geographic location, interests, education level, etc.).

Describe lifestyle characteristics and spending habits of the target market.

Discuss your business idea attributes that drive the target market to be loyal customers (i.e., quality, reliability, convenience, speed, comfort, price, value, etc.?).



## MARKET RESEARCH

Conduct research to be well-versed in the viability of your business idea.

Engage the audience by including graphics, charts and Infographics that illustrate your main points.

Discuss the insights that make your business idea solid and special.

**675,723**

Highlight statistics that drive business viability



**3 OUT OF 5**

Present data that provides insight about your customer

# COMPETITION

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## COMPETITION ANALYSIS

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Summarize the top competition in the market.

Report on the strengths and attributes of top competitor business models.

Discuss price and position of direct competitors.



## COMPETITIVE ADVANTAGE

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Focus on the factors that allow you to compete (and win!) against your competition.

Discuss the key differentiators of your business idea (i.e., quality, price, experience, customer service, etc.).



# PROMOTIONAL PLAN

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## MARKETING STRATEGY

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Detail your approach to marketing and promotion.

Describe the specific marketing channels and insights you will use to reach target market.



## CUSTOMER ACQUISITION

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Provide a strategic plan for customer acquisition and engagement.

Discuss innovative ideas for driving sales and brand loyalty.



# THE TEAM



**01**

## KEY PLAYERS

Introduce the key player(s) on your team that add value to the business. Summarize the skills and experience of the team.

**02**

## PERSONAL + PROFESSIONAL BACKGROUND

Share the personal and professional goals of each team member. Tell us why you are passionate about this business idea.



**03**

## MENTORSHIP

Identify mentors that will be critical to the strategic growth of your business idea (i.e., professors, entrepreneurs, business leaders, etc.).



# BUSINESS VISION & GOALS

## BUSINESS VISION & GOALS

What is your vision for this business idea?

Establish three 5-Year Plan goals that are strategically aligned to the business idea mission and vision.

Outline the actions in the next one year that you will take to make your goals a reality (get creative!).

**DATE**  
Goal #1

**DATE**  
Goal #2

**DATE**  
Goal #3

**DATE**  
Goal #4





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