This module is not mandatory for Junior Division, but Junior teams who want to learn more about building a business are encouraged to read it. Only Senior Division teams are required to submit a business plan.

- **Title page.** 1 page
  - Team name (or business name)
  - Team member names
  - Product (mobile app) name

- **Table of contents.** 1 page
  - Section titles and page numbers

- **Executive summary.** 1-2 pages
  - Your business name and location
  - The products and/or services offered
  - The purpose of your plan (to secure investors, launch an app, etc)

- **Company description.** 3-4 pages
  - The kind of business you are (corporation, social enterprise, nonprofit, etc.)
  - Your company's mission statement
  - The important people in your business and the roles they play
  - An overview of what you plan to sell and who your market will be
  - A brief history of how your business was created
  - Outline what you want to accomplish in the immediate future based on the information in the rest of the business plan and your future goals

- **Products and/or service description.** 1-2 pages
  - In-depth description of your products/services, emphasizing the specific benefits to the customer
  - An explanation of how your product/service has advantages over the competition
  - Product development:
    - Current stage of development product (how ready is it to be given to the customer)
    - Information about how the product will be built and sent to the customer
  - Research and development activities that may lead to new products and services

- **Market analysis.** 3-4 pages
  - Description of the market:
    - Who are the key competitors?
    - How you think your mobile app will perform and why?
  - Customer research: A sketch of your customers, including size and demographics
  - Competitor analysis: a detailed evaluation, highlighting their strengths and weaknesses
Business Unit: Module 4 - Business Plan Checklist

- **Marketing Plan (strategy & implementation).** 1-2 pages
  - An explanation of how you will reach target customers and enter the market
  - Details about pricing, promotions, and distribution of the app
  - An explanation of how the company will function, from when the app is produce to when the app is delivered to the customer
  - Information on number and types of employees you have or will need

- **Financial plan & projections.** 1-2 pages
  - How much money you have now and how will you be using it
  - How much money you’ll need and what goals you have set for them
  - How much money do you plan to make in the next 3-5 years and how (profit projection)

**Additional components:**
- Page numbers
- Appropriate branding
- Charts and figures are clearly labeled and easy to understand
- Images are included in the document when necessary
- Plan is in PDF format
- Bibliography/citation page for your references