



Business Name

**Photo,  
Drawing, or  
Graphic of  
the product  
or service**

Student One, Student Two, Student Three, etc.

Teacher's Name

School Name

City, AR

# Business Name

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<b>Photos are optional.</b>	

**Problem**

Paragraph(s) to describe the problem in the marketplace. How did the team identify the problem?

**Solution**

Paragraph(s) that give the name of the product or service here and how it will solve the problem. Be specific. How did the team arrive at this solution?

## **Customers**

Paragraph(s) to explain - Who are the customers? How did the team arrive at the answer (potential customer interviews, demographic data, etc.)?

## **Innovation**

Paragraph(s) to explain - What is innovative about your product or service? Is it new to the marketplace? Explain. If it is not new to the marketplace, explain how it is better than what exists.

**Product Details**

Paragraph(s) to explain - How will the product or service be produced or established? What supplies and/or equipment will be needed? Will workers need to be hired?

**Marketing**

Paragraph(s) to explain- What is the cost to the customer of the product or service, and how did the team arrive at that decision? Where can they buy the product or service? How will the team promote the product or service?

**Statement of Funds Needed**

Paragraph(s) to explain- How much money is needed to start the business? What are the sources?


**Y.E.S. FOR ARKANSAS**

Income Statement  
Project Income for One Month

PROJECTED REVENUE	EXPLANATION	TOTAL
Sales of Product or Service		
(Other)		
<b>Total Revenue:</b>		<b>\$</b>
PROJECTED EXPENSES	EXPLANATION	TOTAL
Product Materials		
Product Labor		
Marketing		
Office Space		
Office Supplies / Equipment		
Computers, Telephone, Internet		
Utilities		
Travel		
Loan Repayment (if applicable)		
(Other)		
(Other)		
<b>Total Expenses:</b>		<b>\$</b>
<b>Projected Net Profit:</b>		<b>\$</b>

**Photos are optional.**