



Ford | FORD MOTOR COMPANY FUND



Concept Paper Template

A business “**Growth**” concept paper must be limited to 2-pages. Please use guiding questions to assist you in responding appropriately for each section. :

1. Contact Information (Name, Address, Email, Phone Number)
2. Business and Social Impact Summary/Model
 - State the product or service that you offer and the social impact that you intend to make
 - Describe the advantages or unique qualities of your business and how it solves an important social problem
3. Product/Service Description
 - Note any intellectual property
 - Describe any key partnerships that your business needs in order to operate (examples: vendors, suppliers, distribution partners)
4. Market/Industry Analysis
 - Identify your customer and how you will attract them
 - Recognize critical factors that impact your business such as government regulations, approvals or licensing requirements
5. Revenue Model
 - Explain how your business makes money and describe your business model
 - Identify other potential opportunities for generating revenue
6. Competition
 - List your competitors and compare your product or service to theirs
 - Outline your current competitive advantage and how you will keep it
7. Management Team
 - List current management team
 - List additional management needs to be filled
8. Financials
 - Provide a financial summary of revenue projections, estimated operating costs, and anticipated profitability over the next 3 to 5 years. You may use the table below.

	2018	2019	2020	2021	2022	Total
Total Sales/Revenue						
Cost of Goods Sold						
Gross Profit						
Overhead/Expenses						
Net Income						

- Describe how you would use the prize money to grow your business.