

empowerher™



Launch: This document should be prepared using the template provided, **not** in a question and answer format. These questions are provided as guidance only and are not expected to be a literal part of the final paper. Remember any concept paper over the 2-page requirement will be eliminated. In each section, be specific, be clear and be as concise as possible.

- What is your business model?
- Have you completed a pilot? What did you learn?
- What have you determined to be the best time to launch? What do you need to launch? Why?
- What is your target market? How will you attract your customers?
- What does your competition look like? What are your strengths/weaknesses in comparison?
 - What have you identified as your opportunity to surpass them?
- What are the market trends you have identified?
- What funds, support, data will you need to create the optimal launch?