

- A. The Wood Centre resides in the Lang School of Business School and
- B. Economics. We are striving to be recognized locally and globally for our commitment to developing future leaders for a more sustainable world. How would your business idea contribute to improving life and using business as a force for good?
- C. How long have you been working on this business idea?
- D. What kind of progress have you made thus far? Ex. Market research, primary or secondary research.
- E. Briefly describe the problem you are trying to solve for your customers:
- F. Briefly describe your solution in one sentence:
- G. Who are the potential customers of your company?
- H. What do these customers currently do to address this problem?
- I. What unique value would your company deliver to your customers:
- J. Who are the main competitors of your company? Please explain.
- K. What is differentiates your product or service in comparison to your competitors?
- L. How will your company make money?