



THE CITADEL INTERDISCIPLINARY
BAKER SCHOOL OF BUSINESS
BAKER BUSINESS BOWL (BBB) VIII
BUSINESS PLAN COMPETITION
Fall 2021 – Spring 2022

BUSINESS IDEA SUMMARY
COMPLETE ONE FOR EACH TEAM

Name of Proposed Business: _____

The summary of the business idea should be one (1) to three (3) pages in length and include a precise description of the business idea and why it will succeed. Good summaries may also address the target market, what problem the business will be solving for its customers, the revenue and growth potential, important trends impacting the business, competitors, competitive advantage and/or intellectual property, and the resources needed to start the business.

*The nature of any previous external funding or affiliation to an existing business must clearly be disclosed and described.
(see [Frequently Asked Questions](#) section on the website for further details)*

Business Idea Summary:

