

Concept Statement Outline Worksheet

Group Name: _____

Date: _____

Directions: The sections are components of a concept statement. Your group will write some notes for each section. Do your best to complete it, but if you don't know something or are not sure what your answer might be, write down some notes. This outline is going to be your tool to construct your concept statement and begin writing a business plan. If you need more room, use the back of the paper.

Description of the product...

Description of the market need...

Description of the resources you will need to create your product...

What resources are currently available?

What do you think the risks are?

What do you think your profit could be?