



### Application for Launch

Please fill out the questions below. These questions are related to the Lean Business Canvas ([Example](#)) which is a tool that be further explained in the course work, but roughly it is a one page business plan. Please provide short answers about your company. Write concisely (2-3 sentences or with

Name\*(required):

Email\*(required):

Phone\*(required):

Address\*(required):

  

Website (optional):

1. Company Name if you have one:

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2. Customer Segments: describe the segments (Old/Young, Men/Women. Etc.) that you are trying to sell your product/services to.


3. Problem: Each customer segment you are thinking about working with will have a set of problems that need solved. In this box try listing the one to three high priority problems that your customer segment has.


4. Solutions: How will your company address those problems.


5. Unique Value Proposition: Why are you different and why should your customers buy from you.


6. Channels: How can you reach out to your customer to transfer knowledge about your products/services? For instance, an open house, postcards, text messaging, etc. Try to be specific, i.e. An Instagram site about how your company can plan a great party, as opposed to "Use the internet."


7. Revenue Streams: A rough idea of what your average total sales per month will be 1 year from now.


8. Cost Structure: A rough idea of what your average total costs per month will be 1 year from now. As a separate item how much to you need to open the doors (startup cost).


Please submit to [DGeikler@waketech.edu](mailto:DGeikler@waketech.edu)