

**14. ELEVATOR PITCH: HOW WILL THE BUSINESS CREATE EMPLOYMENT AND PROFIT, WHILE DELIVERING PRODUCTS AND/OR SERVICES TO ITS CUSTOMERS?**

<i>The EXPENSE-side of your business</i>		<b>1. VALUE PROPOSITION</b>	<i>The INCOME-side of your business</i>	
<b>7. KEY PARTNERS</b>	<b>8. KEY ACTIVITIES</b>		<b>4. CUSTOMER RELATIONSHIPS</b>	<b>2. CUSTOMER SEGMENTS</b>
	<b>6. KEY RESOURCES</b>		<b>3. CHANNELS</b>	
<b>9. COST STRUCTURE</b>			<b>5. REVENUE STREAMS</b>	
<i>The COMPETITIVE POSITION of your business</i>				
<b>10. COMPETITIVE LANDSCAPE</b>			<b>11. SUSTAINABILITY LONG-TERM</b>	
<i>The EMPLOYMENT and INVESTMENT aspects of your business</i>				
<b>12. EMPLOYMENT: HOW WILL THE BUSINESS CREATE SUSTAINABLE JOBS?</b>			<b>13. INVESTMENT: HOW WILL THE INVESTMENT BE USED TO START THIS BUSINESS?</b>	
			Base Funding  150-200% Funding	