[Team Information, including names of Team Members who were in attendance and participated in the creation of this document]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Summary:**

What does your company excel at?

What differentiates your company from others in the same market place?

**Company History:**

When was the company founded?

Any major milestones?

**Management Team, Key Stakeholders:**

Who are the big decision makers for your organization?

What are their individual histories?

**Structure and Ownership:**

Including an organization chart for your company

**Location:**

Where do we find you?

**Description of Products and Services:**

What do you sell, produce, or what services do you provide?

**Target Market:**

Who do you sell to?

**Competitive Advantage:**

What are your company's strength and skills?

How do you stand apart from competitors?

**Objective and Goals:**

What does the future look like for your company?

**Product Positioning:**

What is the problem that you’re attempting to solve for your Case Study. How will you solve it? Why would your case study company choose your solution instead of fixing their existing system?