**Program Title:** *(e.g. Angry Birds)*

**Program Platform:** *(e.g. PC)*

**Target Audience:** *(e.g. Casual Gamers)*

**Development Team:** *(Put your names here)*

**Program Summary:**

*(This is a description of what your program will do. In other words what the purpose of your program is. For example if this is a game give a brief overview of the story, game play style, and the player's objectives. Keep it short and sweet.)*

**Program Outline:**

*(State how the program will work and what it will do. This is more in depth than the summary but you do not need to go into too much detail)*

**Unique Selling Points**

*(Highlight what your program can do and what features it has. For example game play modes, technology innovations, cool features. No more than 5-7 points)*

**Similar Competitive Products:**

*(List other products that are similar to yours and are recent and successful)*