**BUSINESS MODEL WORKSHEET**

Team Name: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
|  |  |
| Describe the basic economics of your venture. What do you want a judge/investor/donor to understand about the economics of your venture? You may want to address issues such as: Who pays? Can you charge more than average variable cost in the long run? Short run? Will you explain this in terms of unit economics? What will be the unit? How will you cover fixed costs? Will you rely on philanthropy in the short-run? In the long run? **Do this as much in words rather than numbers as possible**. | |
| What are the critical parameters that you will need to make the arguments above? How are you going to estimate those parameters? What are your current best estimates for these parameters?  What are the key takeaways you want from the presentation of your projections? Generally there are two things to understand – (1) how much does it cost to get to break-even/sustainability (or steady-state level of philanthropic needs)? and (2) how big is the opportunity – what might the venture deliver in terms of scale (financial and social) if it is successful? Write down the key headlines for this part of the pitch. | |
| How much are money are you going to ask for? What will you do with it? What milestones you will reach before you need more? How will long will it take to get there? | |