



Do you have a great business Idea?

Business Proposal Summary

The following topic should be included in your Business Proposal Summary:

- o The Opportunity
- o The Business Idea
- o The Market
- o The Team
- o The Operation
- o The Money
- o The Risks
- o The Sustainable Competitive Advantage
- o The Reason your proposal should be considered

Please limit your submission to 1500 words. You can include brief, 2 page resumes of the team members in addition to the 1500 words.

Please submit all business proposals to:

PIC Investment Group Inc.

Attention: Laurie Dmytryshyn

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Saskatoon, SK S7K 4B8

Criteria

The following are some general criteria that will be considered. These are criteria used in industry, by private investors, financial institution, and venture capitalists in evaluating the attractiveness of new venture proposals.

- o Commitment and experience of the team
- o Uniqueness of the idea
- o Understanding of the marketplace
- o Size of market opportunity
- o Realism of market opportunity
- o Potential for growth
- o Ease of access to the market
- o Competitive position
- o Realism of product/service mix
- o Plans for future product development
- o Realistic supporting operational strategy
- o Healthy and realistic financial projections
- o Financial consistency
- o Presentation in written and oral form
- o Research to substantiate the plan