

Emerging from the Pandemic: Recovery & Reinvention for Asian Businesses

2020 Ascend Impact Challenge Submission Guidance

Your submission should consist of the following THREE components.

Component	Length	Format	Submit via
Business Plan	6-8 pages (see template below)	PDF	DevPost OR your Slack team channel
Presentation	8-10 slides	PDF	DevPost OR your Slack team channel
Video Pitch	2 minutes	mp4	DevPost OR your Slack team channel (use Dropbox if file is too large)

ONE LAST STEP!

Please create a free [DevPost account](#), click “Register” on the [Impact Challenge DevPost page](#), and click “Start Your Submission” in order to answer a few questions about your team and project. This is the platform that will be used for judging so please answer the questions for the judges so they can read about your submission before scoring it. Skip any questions that are not relevant to your submission (e.g. use of APIs or UI kits, demo site URLs, etc) and make sure you click “Complete submission” when done. **Only ONE person from your team needs to create this account and answer the questions.** You may submit your business plan, presentation and video pitch here **OR** via the means listed above.

Your submission will not be considered complete unless all three components are submitted by **11:59 PM ET on Sunday, August 23, 2020.**

Contact challenge@ascendleadership.org with any questions.

Business Plan Template

Please note the page recommendations in the Business Plan template are only recommendations – the quality of the content will be the focus of the judging. Please do not exceed the maximum page count (8 pages). It is the responsibility of each team to conduct independent research as well as consult their assigned mentor in order to produce the best possible submission. The use of tables, charts, and other illustrative graphics is encouraged to the extent that it enhances the readability of the content.

TITLE PAGE

Insert a title page that includes-

- Date
- Your Team Name and individual team members names with associated school or company
- Phone and Email for team point of contact (Lead)
- Small business industry being addressed
- Mentor's name

TABLE OF CONTENTS

Insert a table of contents. Make sure that each of the sections below is listed.

I. Executive Summary (1 page)

This section should briefly explain—

- Opportunity Overview
- Strategic Rationale
- Market Analysis & Target market
- Team
- Execution
- Risk

II. Team Description (¼ to ½ page)

This section should briefly introduce the members of your team.

III. Products & Services (1-2 pages)

This section should explain the products and services the business will offer. Below are some questions it should address.

- Why this product or service?
- What problem does it address?
- How will this product/service be manufactured and/or delivered?
- What sets this product/service apart from competitors? How is it unique?

IV. Market Plan (1-2 pages)

This section should address—

- Industry/ Market Research (Should include primary research collected through speaking directly with business owners)
- Competitive Landscape
- Target Market/Niche
- Marketing tactics & budget
- Pricing Model
- Distribution Model

V. Operational Plan (1 page)

This section should address how to operationalize your solution; include:

- How will this work?
- Production of goods/ delivery of services
- Quality control
- Personnel requirements
- Technology Requirements
- Inventory and suppliers (if applicable)

VI. Financial Plan (less than 1 page)

This section can address—

- Financial goals
- Near-term and mid-term profit & loss projection
- Use of capital

VII. Appendices (if needed)