***Summary of Company:***

*Company Objective and Vision*

*Team and Management Plan*

***Clinical Need:***

***Technology/Innovation*:**

*Technology description*

*Include the product, process, or service that will be developed from your innovation and how it meets the unmet clinical need*

***Commercial Potential:***

*Market segments*

*Customer profile*

*Market trends*

*Competitive analysis*

***Intellectual Property Strategy*:**

***Commercialization Strategy:***

*Strategy for implementation*

*Risks to commercialization*

*Regulatory and reimbursement strategy*

*Market and sales strategy*

***Financial Plan:***

***Revenue Stream:***