**Products and Services**

**What is needed? (1 to 2 Paragraphs)**

* Describe how the company's products and services will differ from the competition
* Describe why your products and services are needed if no market currently exists.

\*\*\*Example, before there was Federal Express, overnight delivery was a niche business served by small companies. FedEx had to define the opportunity for a new, large-scale service and justify why customers needed--and would actually use--that service.\*\*\*\*

**Things to consider…..(List what you have and possible need, how you will get them)**

Patents, copyrights, and trademarks you own or have applied for should also be listed in this section.

**Key questions to answer: (Should be multiple paragraphs)**

* Are products or services in development or existing (and on the market)?
* What is the timeline for bringing new products and services to market?
* What makes your products or services different? Are there competitive advantages compared with offerings from other competitors? Are there competitive disadvantages you will need to overcome? (And if so, how?)
* Is price an issue? Will your operating costs be low enough to allow a reasonable profit margin?
* How will you acquire your products? Are you the manufacturer? Do you assemble products using components provided by others? Do you purchase products from suppliers or wholesalers? If your business takes off, is a steady supply of products available?