

Resources:

The following resources are helpful links for individuals/teams to use as they prepare for the ShipTank competition.



[Pennsylvania Entrepreneur Guide - Click Here](#)

“The Entrepreneur’s Guide: Starting and Growing a Business in Pennsylvania” was prepared by the Pennsylvania Department of Community and Economic Development (DCED). Updated Nov. 2022

[Canvanizer - Lean Canvas - Click Here](#)


Lean Canvas promises an actionable and entrepreneur-focused business plan. It focuses on problems, solutions, key metrics and competitive advantages.

What is the executive summary? The executive summary is a 1-2 paragraph summary of your business idea. It will introduce us to your business idea/concept. This will be used to check for originality of the idea. In the summary you should include the problem you are addressing, your solution, target market, and any other material you deem important to the concept (i.e., financial information, background research, etc.).

Sample ShipTank Executive Summary:

Idea Name: Happy Dog Bone

The business idea that I am pitching is the Happy Dog Bone. The purpose of the product is to provide dog owners with a long lasting, healthy alternative to store bought bones that can harm a dog's health. These bones will be made from local produce and meats. The target market for this product will be Shippensburg area dog owners who are prioritizing their pet's health, while supporting local farmers. To start this business, we will need \$20,000 to invest in space, equipment, and staff. We plan on selling first at local farmer's markets and grocery stores in order to focus on providing the best quality dog bones. We will set ourselves apart in this space due to the fact that we focus on local, fresh ingredients with no preservatives. We love our pets, so why not make sure they love their bones!

Problem	Solution	Unique Value Proposition	Unfair Advantages	Customer Segments
Key Metrics	Channels			
Cost Structure	Revenue Streams			

Brainstorming Space

