

SBDC AI Pitch Competition – Business Plan Template

1. Business Overview

- Business Name:
- Industry:
- Location:
- Years in Operation:
- Website (if applicable):

Provide a brief overview of your business. What do you do, and who do you serve?

2. Problem Statement

Clearly define the problem your business is solving today.

- What challenge exists in your business or industry?
 - Who is affected by this problem?
 - Why has this problem not been fully solved?
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3. Proposed Solution

Describe your solution at a high level.

- What product or service do you offer?
 - How does it solve the problem better than existing solutions?
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4. Opportunity for AI Integration

This is a key section for the competition.

- Where can AI improve your business?
- What specific process could be automated, optimized, or enhanced?
- What would success look like if AI were implemented?

Examples:

- Automating manual workflows
 - Improving customer experience with chatbots
 - Enhancing decision-making with predictive insights
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Market, Customers & Business Model

5. Target Market

- Who are your primary customers?
 - What industries or segments do you serve?
 - How large is your potential market?
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6. Current Traction

- Current revenue (if applicable)
- Number of customers/users
- Key milestones achieved

If early-stage:

- What validation do you have (pilot customers, demand, partnerships)?
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7. Business Model

- How do you make money?
 - Pricing model (subscription, one-time, service-based, etc.)
 - Expected growth strategy
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8. Competitive Landscape

- Who are your competitors?

- What makes your business different?
 - Why will customers choose you?
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AI Use Case & AWS Alignment

9. Detailed AI Use Case

Describe your AI initiative in more detail.

- What exactly will the AI system do?
 - What inputs (data) will it use?
 - What outputs or decisions will it produce?
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10. Business Impact of AI

- How will AI improve your business?
 - Cost savings
 - Revenue growth
 - Efficiency gains
 - Customer experience
- Quantify impact where possible:
 - Time saved per week
 - % cost reduction
 - Increased revenue potential

11. Go-to-Market & Scaling Plan

- How will you grow your business?
- How will AI support scaling?
- What are your next 6–12 month goals?

12. Pitch Summary (For Live Event)

Prepare a concise version of your pitch:

In 2–3 sentences:

- What does your business do?
- What problem are you solving?
- How will AI transform your business?

Judging Alignment (What Evaluators Are Looking For)

Submissions will be evaluated based on:

- Clarity of business and problem
- Strength and practicality of AI use case
- Potential business impact
- Feasibility of implementation (especially on AWS)
- Readiness to execute in the next 30–90 days

Final Notes for Applicants

- Keep responses clear and concise
- Focus on **real business problems**, not just ideas
- You do NOT need to be an AI expert
- Strong applications clearly connect:
Problem → AI Solution → Business Impact