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**MBA Business Plan Competition**

**Cover Sheet Template**

Team Member Details:

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| First Name | Last Name | University | Degree-Seeking Program |
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Proposal Name/Title:

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State your responses to each of the following questions in no more than 2-3 sentences.

What disease/therapeutic area are you choosing to focus on and why?

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Which group(s) of individuals from historically marginalized communities are you choosing to focus on and why?

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Which community-based partner(s) have you engaged to provide input and feedback on your strategy?

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What specific barriers to clinical trial participation among this target group have you identified and attempted to address with your proposed plan?

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What innovative technologies, business models, and approaches do you propose using to reach, recruit, and retain individuals from this community in your clinical trial?

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What budget is required to implement your proposed strategy? What return on investment can you forecast, in both quantitative and qualitative measures? Is this approach scalable to other indications?

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What change(s) did you make to your business plan that reflect(s) input and/or feedback from your community-based partner?

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