

1234 Main Street  
Austin, Texas 78701  
March 12, 2015

Chief executive loan officer  
Capital Ventures of Austin  
1001 Congress Avenue  
Austin, Texas 78701

Dear Mr. Brown:

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. **Introduce yourself and your invention**

Natoque placerat sed sit hendrerit, dapibus velit molestiae leo a, ut lorem sit et lacus aliquam. Sodales nulla ante auctor excepturi wisi, dolor lacinia dignissim eros condimentum dis pellentesque, sodales lacus nunc, feugiat ats. **Reason 1 why the bank should loan you money**

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Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. **Conclusion: thank you and explain how the bank or investor will benefit**

Sincerely,

Margot Hidden

# Carry Me 2

Name of your business or product

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## Summary

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. What kind of business, what your business sells, where it is located

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## Objectives

Ac dolor ac adipiscing amet bibendum nullam:

Your goals like number of sales, how much profit, number of visitors to website, etc.

- Mauris pretium eget aliquet, lectus tincidunt.
- Porttitor mollis imperdiet libero senectus pulvinar.
- Etiam molestie mauris ligula eget laoreet, vehicula eleifend.

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## Mission Statement

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. We believe.....

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## Keys to Success

- Mauris pretium eget aliquet, lectus tincidunt.
- Porttitor mollis imperdiet libero senectus pulvinar.
- Etiam molestie mauris ligula eget laoreet, vehicula eleifend.

List of what you need to be a success like a great website, good customer service, etc.

## Start Up Summary

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## Start Up Expenses

	Monthly Expense	Annual Expense	One Time Expense
rent	\$800		
website design		\$500	
shelves			\$1000
shipping supplies	\$100		
Box manufacture			
Totals			

## Financial Sourcing

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## Product Description

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This is the part we wrote at the very beginning of the project the first week of April. You just need to describe in words what you've invented or what you are trying to sell in your business. It should have 3 paragraphs and take up most of this page. You can double space it.

paragraph 1 - Intro - what is your product called and what is it's purpose

paragraph 2 - Detailed description of what it looks like (size, dimensions, colors, materials, etc)

paragraph 3 - What does it do? What is it used for? How does it work?

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## Product Diagram

Put your drawing of your invention or what you are selling here. You can draw it by hand and take a picture so you can add it here.

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## Market Analysis

### Target Market:

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### Industry Analysis:

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**Industry = What category does this belong in? Electronics, toys, hardware?**

### Competition:

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**Who is your direct competition? Does something already exist that is similar? How is your product new or better than your competition?**

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## Market Strategy

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**What kinds of ads and where? How do you plan to appeal to your buyers?**

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## Advertisements

**Theme:**

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What do you want your ad to look like? What colors, images, logos, or catch phrases do you want to use and why? Especially the “and why” part.

**Placement:**

Natoque placerat sed sit hendrerit, dapibus velit molestiae leo a, ut lorem sit et lacus aliquam. Sodales nulla ante auctor excepturi wisi, dolor lacinia dignissim eros condimentum dis pellentesque, sodales lacus nunc, feugiat at. Natoque placerat sed sit hendrerit, dapibus velit molestiae leo a, ut lorem sit et lacus aliquam. Sodales nulla ante auctor excepturi wisi, dolor lacinia dignissim eros condimentum dis pellentesque, sodales lacus nunc, feugiat ats.

This is where you talk about where you want your ads to be seen. If you want a TV ad, what time? Which channels? During which shows? If it is a print ad, then in which magazines or newspapers? On what websites?

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## Magazine Ad

A sketch of what you want a magazine or website add to look like goes here.



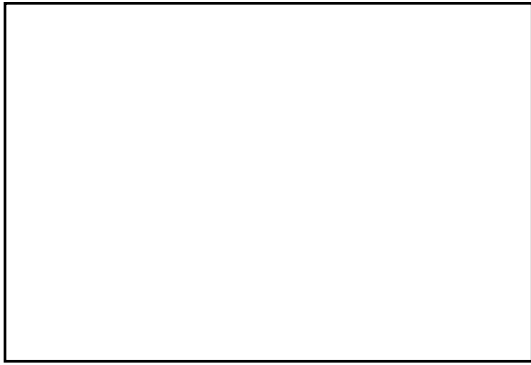
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## Script

This is where you put the script you wrote for last week's assignment.  
There's an example of what it should look like in last week's module.

Storyboard:

This is also from last week's assignment. There is an example of this one too in the module for Week 30

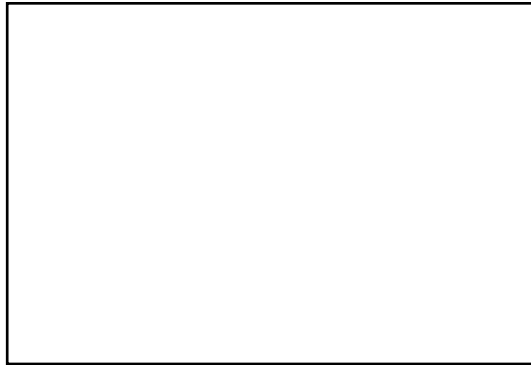


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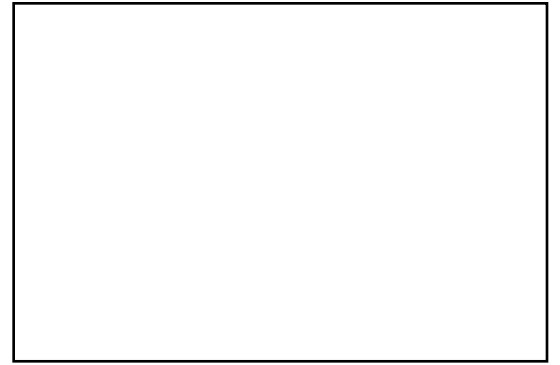


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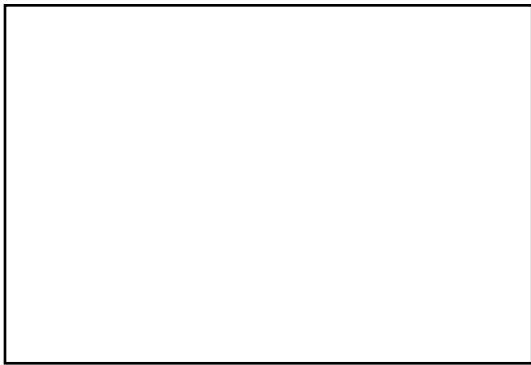


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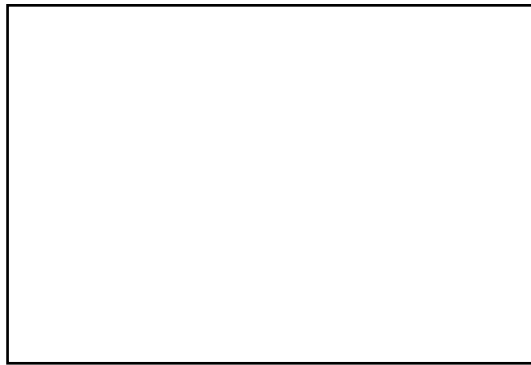


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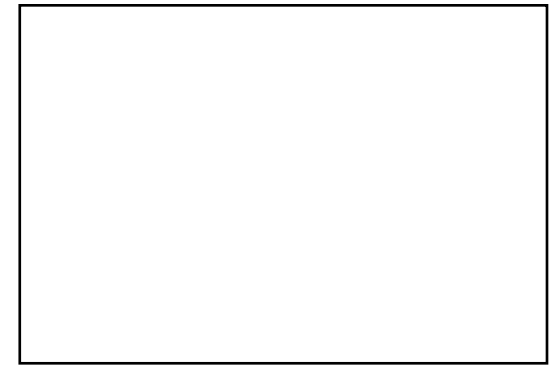


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