**Oregon TECH**

# Final Report for Catalyze Klamath Falls Entries

*The purpose of this final report is to convince the judges that you have a viable business which you could start in the Klamath Basin. The areas to be covered are listed below. Please submit no more than 5 pages – excluding title page and appendices, in 12 point type. Note: judges will consider the quality of reports including spelling, grammar, punctuation, writing style, and any graphics/figures.*

Report should address/include the following:

**Title page**
- Business/Project Name
- List all Project Team Members

**Executive Summary**
- In one page or less, describe your team's product or service and how it is innovative or unique, and why it could be a viable business in the Klamath Basin. This section summarizes your entire project.

**Project Description**
- What is the problem you are trying to solve?
- What are the essential features of your solution or product? Provide audience-appropriate technical details.
- Team/Personnel

**Market**
- Is there a clear customer and how will they be marketed to?
- How big is the market?
- Is there a need in the market for this product/service?
- What is your value proposition (what value does your product/service bring to the customer)?
- Is there a first-mover advantage or a sustainable competitive advantage?

**Profitability**
- What is your product/service's direct and indirect competition?
- Explore growth potential and pricing cost
- Is your value proposition economically viable?

**Risks & Reality**
- What is the patent or intellectual property situation, if appropriate?  How will you protect your idea?
- What other risks are associated with your business? How will you mitigate these risks?
- Are there any other resource or external/internal concerns?  How will you address these?

**Klamath Falls Relevance**
- How does the project/product have the potential to add value in the Klamath Basin?

- How does the project/product involve innovation to solve a problem or in the business model?

**Closing Statement**
- Is there anything else you want to tell the judges about your product or service?
- Emphasize how/why your project/product is investor/market ready.

Please submit report to Prof. Hallie Neupert, Hallie.neupert@oit.edu