

THE LAUNCH

MILESTONES 2022 - 2023

MILESTONES DEADLINES

**Nov
30**

#1 Business Plan Draft

**Dec
7**

#2 Business Plan Draft #2

**Dec
15**

#3 Business Plan Due

Nov
30

Business Plan draft

Business Plan Outline

The Business plan should be 8-10 pages. As a reference, below is an outline with a suggested number of pages per section.

1. Business Summary - (½ page)

1 Business Summary should be last part to be written.

- Describe the problem your company is trying to solve; the solution that it brings (company's purpose or mission)
- Explain the market and competition briefly
- Provide financial highlights.

2. Problem - (½ page)

2 Use information from your customer interviews and other data to describe the importance and the size of the problem you are solving.

- Describe the problem your product or service solves
- Specify why your problem is worth solving
- Explain why customers will pay for your product or service

3. Product or Service - (1 page)

3 You will not build your product with all the features immediately. Begin by describing your MVP and how you plan to increment.

- Describe your product/service line
- Explain the stage of development your product/service is at
- Provide timeline for finishing product/service
- Describe the company's intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, proprietary know-how, etc.)

4. Market Analysis - (½ page)

4 Reference your interviews to describe your final customer archetypes. Provide data on the size and demographics to show a profitable opportunity.

- Provide information on market segmentation
- Define your target market (size, projected growth)
- Provide information on market trends
- Conduct a customer discovery process an

5. Sales/ Marketing Strategy - (1 page)

5 Remember that your findings of your customers will help determine what are the best marketing channels to find them. Don't forget to include the costs

- Provide details on the Marketing Plan:
 - Describe your market strategy
 - Define what % of the market you intend to capture in the next 3 years
 - Explain how you intend to capture market share
 - Specify distribution channels: location and facilities
 - Provide projected customer acquisition cost

Dec
07

Business Plan draft (PAR II)

6. Business Model - (½ page)

- Describe how will you generate revenue
- Explain your pricing strategy
- Provided the projected burn rate

6

Remember that your findings of your customers will help determine what the best marketing channels to find them are. Don't forget to include the costs.

7. Competitors Analysis - (2 pages)

- List and describe the top competitors and their market share
- Compare your product/service with main competitors in terms of price, quality, and market position.

7

Creating a table that compares your brand with your competitors in main categories is a good way to present the information.

8. Competitive Advantage - (½ page)

- Describe your company's unique capabilities and differentiator
- Explain your company's special, sustainable, competitive advantage(s).

8

State your value proposition and what is unique about your solution.

9. Company Management Team - (½ page)

- Provide the Management Team (titles, academic background, professional experience) and organizational structure
- Explain how the team's capabilities serve the business need – do you need to add people to the team and list corporate advisors(if any)

9

Think about the expertise that your current team has and what other abilities you will need to add in the future.

10. Financials - (2 pages)

- Explain your capital requirements – how much money company is seeking
- Specify the use of funding
- Provide capital received and sources (if any)

10

Make sure to list all the business expenditures. You need to have a marketing strategy that backs up your planned revenue.

Financial Forecast					
Financials	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Revenues					
Expenditures					
Net					

**Dec
15**

Business Plan Due

All teams must submit the completed business plan by December 15th at 11:59 pm, along with the Mileston Sign-Off Form. Visit oru.edu/launchdetails to submit your work.

