



THE LAUNCH Competition

Business Plan Template

1. Business Summary

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

Describe: i) the problem your product or service solves, ii) why your problem is worth solving; iii) why customers will pay for your product or service;

3. Product or Service

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

Provide information on: i) Market Segmentation; ii) Target Market (size, projected growth); iii) Market Trends; iv) Customer discovery;

5. Sales/ Marketing Strategy

Provide details on: i) Marketing Plan: Describe your market strategy, what % of the market you intend to capture in the next 3 years; how do you intend to capture market share, ii) Distribution channels: location and Facilities; iii) Projected customer acquisition cost;

6. Business Model

Describe: i) How will you generate revenue; ii) Pricing strategy; iii) Projected burn rate;

7. Competitors Analysis

Describe: i) Main competitors and their market share; ii) Compare your Product/service with main competitors in terms of price, quality, market position;



8. Competitive Advantage

Describe: i) your company's unique capabilities and differentiator; ii) Describe your company's special, sustainable, competitive advantage(s).

9. Company Management Team

Provide: i) Management Team (titles, academic background, professional experience) and organizational structure; ii) Explain how teams' capabilities serve the business need – do you need to add people to the team; iii) Corporate advisors (if any)

10. Financials

Explain: i) Capital Requirements – how much money company is seeking; ii) Use of funding; iii) Capital received and sources (if any)

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