

## 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)**
  - a. Describe the problem your company is trying to solve; the solution that it brings (company's purpose or mission)
  - b. Explain the market and competition briefly
  - c. Provide financial highlights.
  
- 2. Problem - ( ½ page)**
  - a. Describe the problem your product or service solves
  - b. Specify why your problem is worth solving
  - c. Explain why customers will pay for your product or service
  
- 3. Product or Service - (1 page)**
  - a. Describe your product/service line
  - b. Explain the stage of development your product/service is at
  - c. Provide timeline for finishing product/service
  - d. Describe the company's intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, proprietary know-how, etc.)
  
- 4. Market Analysis - ( ½ page)**
  - a. Provide information on market segmentation
  - b. Define your target market (size, projected growth)
  - c. Provide information on market trends
  - d. Describe your customer discovery process and findings
  
- 5. Sales/ Marketing Strategy - (1 page)**
  - a. Provide details on the Marketing Plan:
    - i. Describe your market strategy
    - ii. Define what % of the market you intend to capture in the next 3 years
    - iii. Explain how you intend to capture market share
    - iv. Specify distribution channels: location and facilities
    - v. Provide projected customer acquisition cost

6. **Business Model** - ( ½ page)
  - a. Describe how will you generate revenue
  - b. Explain your pricing strategy
  - c. Provided the projected burn rate
  
7. **Competitors Analysis** - (2 pages)
  - a. List and describe the top competitors and their market share
  - b. Compare your product/service with main competitors in terms of price, quality, and market position.
  
8. **Competitive Advantage** - ( ½ page)
  - a. Describe your company’s unique capabilities and differentiator
  - b. Explain your company’s special, sustainable, competitive advantage(s).
  
9. **Company Management Team** - ( ½ page)
  - a. Provide the Management Team (titles, academic background, professional experience) and organizational structure
  - b. 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)
  
10. **Financials** - (2 pages)
  - a. Explain your capital requirements – how much money company is seeking
  - b. Specify the use of funding
  - c. Provide capital received and sources (if any)

<b>Financial Forecast</b>					
<b>Financials</b>	<b>Yr 1</b>	<b>Yr 2</b>	<b>Yr 3</b>	<b>Yr 4</b>	<b>Yr 5</b>
<b>Revenues</b>					
<b>Expenditures</b>					
<b>Net</b>					