



## **Outline for the Business Plan**

### **I. Executive Summary**

- Brief overview of each category below (should stand alone).

### **II. Detailed Business and Operating Plan:**

#### **Company/Product Introduction:**

- Company history;
- High level overview of Company's products and services;
- Corporate Objective;
- Statement of Business Mission.

#### **Market Assessment:**

- Industry Overview, including trends and opportunities;
- Target customer market segments;
- Current and forecasted sizes and growth rates for relevant market segments;
- Customer needs addressed by the Company's products, by segment;
- Profile of customer purchase process and purchase decision criteria;
- Legal/Regulatory environment (if any).

#### **Description of Products, Services and Technology:**

- Review of current/proposed products and technology;
- Product development plan, milestones met and planned/product evolution plan;
- Proprietary aspects/unique competitive advantages of product;
- Technology (developed and licensed);
- Protection of intellectual property;
- Joint development agreements / technology alliances.

#### **Marketing:**

- Marketing strategy;
- Distribution channels, sales force;
- Strategic alliance / distribution partners;
- Promotion / pricing / support;
- Key existing and/or prospective customers;
- Projected market share.

### **Competitive Assessment:**

- Profile of products, strategy and resources of each major competitor;
- Strengths and weaknesses of each major competitor vis-à-vis the Company;
- Barriers to entry for new competitors.

### **Operations:**

- Operations / order-fulfillment strategy;
- Facilities and equipment – current and planned;
- Key suppliers and subcontractors and alternative sources.

### **Corporate Organization / Human Resources:**

- Organization charts;
- Number of staff per department;
- Staffing plan and rationale for growth by department;
- Compensation / remuneration plan;
- Key employment agreements;
- Corporate governance, board of directors, advisors.

### **Finance:**

- Expected results in historical and 3-year projected balance sheet, income statement and cash flows:
  - Monthly cash flows for next year
  - Accompanied by appropriate commentary, notes, assumptions;
- Description of current capitalization (including options / warrants), investors / shareholders, creditors / bank lines.

### **Investment Opportunity:**

- Present and future funds sought and proposed uses;
- Investment vehicle;
- Proposed valuation, rationale and comparables (if available).

### **Summary of Risks:**

- Key risks associated with each category above, with Company's contingency plan to mitigate each;
- Sensitivity Analysis.

## **III. Appendices:**

- Management CV's, biographies, prior ventures;
- References from customers, strategic partners;
- Products / services literature (if available);
- Detailed financial schedules and assumptions;
- Professional consultants: auditors, legal counsel, and the like;
- Outstanding legal or regulatory disputes, issues.