

Business Plan and Presentation Outline

Company Overview

I. Management Team

Bios / background

What experience & credentials positions the team to succeed?

II. Customer Pain

What customer pain / opportunity are you solving?

Why is it a pain / opportunity?

How severe is the pain? Why is the timing right to pursue the opportunity?

What objective data do you have to confirm that pain / opportunity?

III. Solution

What is your solution to the pain / opportunity?

How is your solution unique & differentiated?

IV. Market Size and Source of Data

What is the size of your market?

What is the projected growth rate?

What is the source of your data?

V. How to Get to Market

Who are your customers?

How are you going to sell?

What is your marketing strategy?

VI. Business Model

How are you going to generate revenue?

What is your business model (i.e., economic model / assumptions)?

How much capital will your company require to become profitable?

VII. Competitive Landscape

Who are your direct / indirect competitors?

How will you establish a competitive position that is defensible / sustainable?

VIII. Competitive Advantage and Intellectual Property

What is your competitive advantage?

Why will customers buy from you versus others?

What intellectual property do you have?

VIV. Financing need, uses of cash & financing outcome

How much financing do you need?

How will you use the financing?

How long will the financing last?

Within this timeframe, what will be accomplished / achieved with the financing?

How will these accomplishments position you to raise additional financing (if required)?