



How to structure a business plan – below is a business plan presentation outline

0. 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?

IV. 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)?

Note – this document is meant to be accompanied by oral commentary from a Harvard Business School alumni coach.