

# Flow of Business Plan

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# Introduction

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- Company name :
- Entrepreneur name (give titles if pertinent) :
- Sector / Industry focus :
- Contact coordinates :
  - Mobile number :
  - Landline number with code :
  - Email Address :
  - Postal Address :

# Introduction - continued

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- What does your company do?
- What are the products or services offered?
- What is the identified need addressed by your product or service?
- Why is the product or service compelling, Eg., “...your product will alone enable [*solution*] to [*the problem*]...”

# Executive Summary

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- What is your product?
- Describe the need and significance or need for the product or service?
- Describe why now is the right time for launch of your product or service? Provide a “problem/need” scenario that provides a basis for the product or service

# Executive Summary : The Solution

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- Clearly and succinctly describe the company's product or service to address the need/opportunity/problem.
- Briefly list the features, benefits and advantages (of your product) to the proposed customer (*sample chart on Slide 6 can be used to detail*)
  - What is the value proposition for the customer-how well will the product or service solve the problem?
  - Cost savings, convenience, reliability, etc.
- Describe "barriers to entry" created by your product Eg., patent and unique technology

# Features – Benefits of your product/service

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<b>Features</b>	<b>Benefits</b>

# Executive Summary : The Solution

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- Provide an understandable and practical example of how your product or service works

# Company Status/Progress

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- Domain expertise of management and staff
- Customers and contracts established (letters of intent)
- Strategic partnerships established
- Product development status, if applicable—describe milestones achieved to reduce risk (e.g., alpha or beta testing)
- Other significant information to validate or reduce risk

# The Market

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- Describe the estimated market size, growth, trends and maturity for the business idea
  - Industry and market segment data (*sample chart on slide 9 or 10 can be used to detail*)
- Market challenges
  - What market segment (s) are served by the product/service?
    - What is the potential in the market for the product/service?
    - Estimate the revenue growth in graphic or tabular form (*sample chart on slides 9 or 10 can be used to detail*)
    - Market share projections to be shared, if available

# Global Market for your product / service

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Region	Demand (US \$ MM)	% Globe
<Name of Country/continent>		
<Name of Country/continent>		
<Name of Country/continent>		
<Name of Country/continent>		
<Name of Country/continent>		
Others		

# Indian Market with key segments

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Region/Market	Market Rank	Indian Rs.	% Share
<Region name>			
<Region name>			
<Region name>			
<Region name>			

# Customers

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- Describe the company's current and potential customers
  - Profile of the optimal customer
  - Value proposition to customer
  - Validation of customer acceptance
    - Customer feedback, survey data, testimonials
    - Purchases, letters of intent
    - Partners
  - Example of a customer

# Competition and Advantage

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# Competitive Comparison

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Product	Advantages	Disadvantages
Product A		
Product B		
Product C		
Your Company Product		

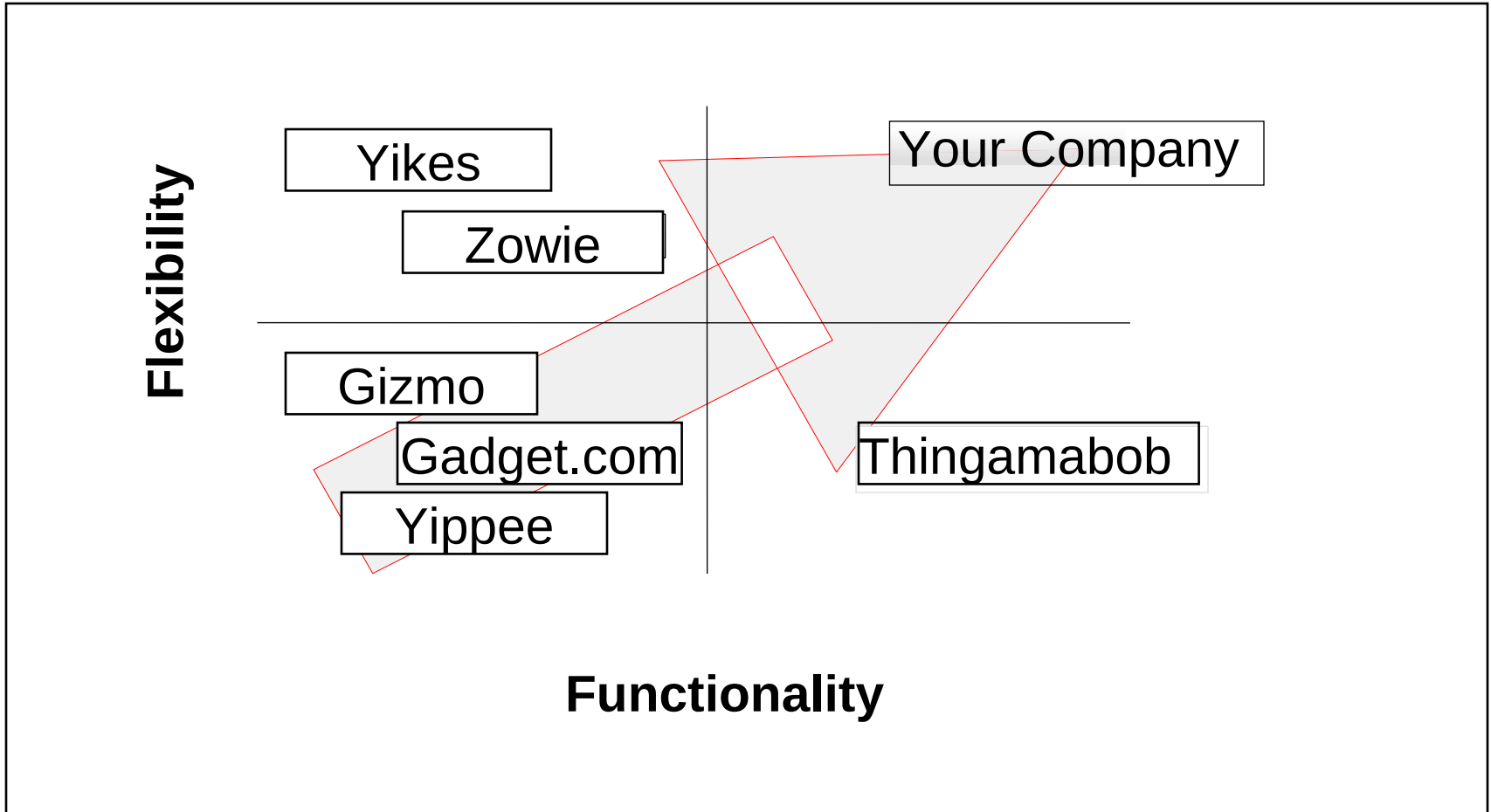
# Competitive Matrix

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Product	Feature A	Feature B	Feature C	Feature D	Feature E
My Product	●	●	●	●	●
Product 1	●		●		
Product 2	●	●	●		
Product 3	●	●			●
Product 4	●	●		●	
Product 5		●	●		●
Product 6		●		●	

# Competitive Positioning

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# Business Model and Marketing Plan

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- Describe the company's business and revenue model
  - What is the overall business strategy?
  - How will the product or service be sold (distributors, internet etc.)?
  - How will the company generate revenue for the product or service?
  - Describe the sales cycle for the product or service
- Describe the Marketing Plan (if appropriate)
  - What is the go-to-market strategy?
  - What is the pricing model? Gross margin?
  - How will you access customers? (including advertisements and promotions)
  - How will your product or service be distributed?
  - What is the customer support that will be needed?
- Mention any commitment from partners, distributors, granting agencies, etc. regarding benefits of your product, if available

# Regulatory Issues

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- Any Govt. licenses, approvals, special regulations, copyrights, patents required/obtained etc.

# Management Team and Advisors

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- Credentials, proven track record, domain experience
- Describe skill and experience gaps to be filled
- List the company's leadership team
  - Include name, designation and experience (*abbreviations of experience will suffice*)
  - These are credentialed experts
- List of company Directors and Advisors
  - Include name and summary of experience

# Financial Projections

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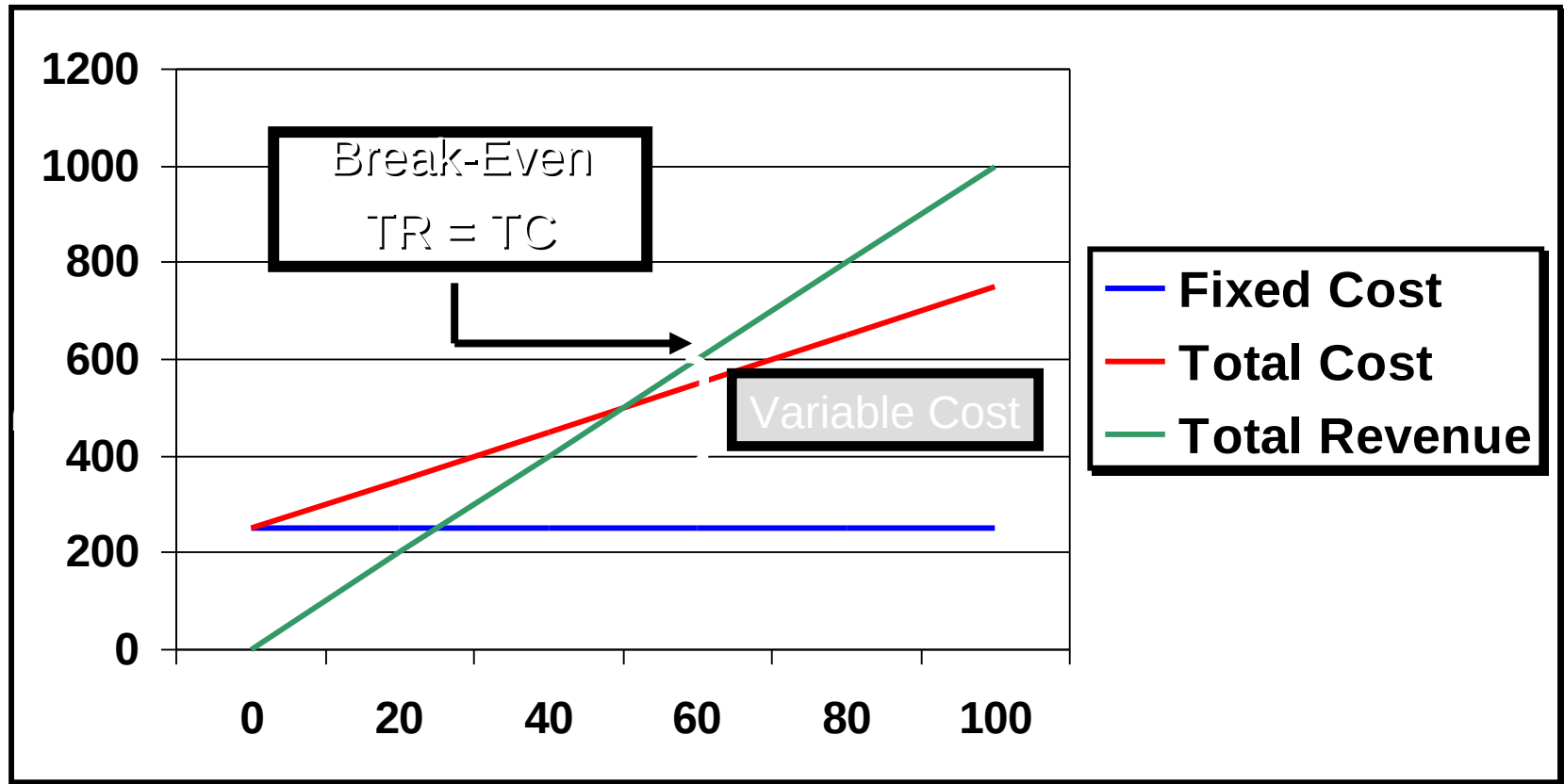
- Provide 3-5 year financial projections for the company
  - Include financial projections to demonstrate year-on-year growth (*use sample chart on slide 20 as a template*)
  - Mention if you are overstating or understating market share and growth?
  - Can the company scale operations as it grows?
- List major facts and assumptions
  - Are the assumptions believable and achievable?

# Financial Projections: Income Statement Summary

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	2008	2009	2010	2011	2012
Revenue					
COGS					
Gross Profit					
Operating Expenses					
Net Income/Loss					

# Financial Projections: Break Even Analysis



# Funding

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- What is the funding received by the company till date?
- How will the company be financed going further?
- What funds is the company currently seeking from investors?
  - How will the funds be used? *(use sample chart on slide 23 as a template)*
  - What key value-building milestones will be achieved with funds (market test, market expansion, etc.)
- What are the anticipated future funding needs of the company?
- What are the exit strategies for the company?
- What is the expected ROI for investors?

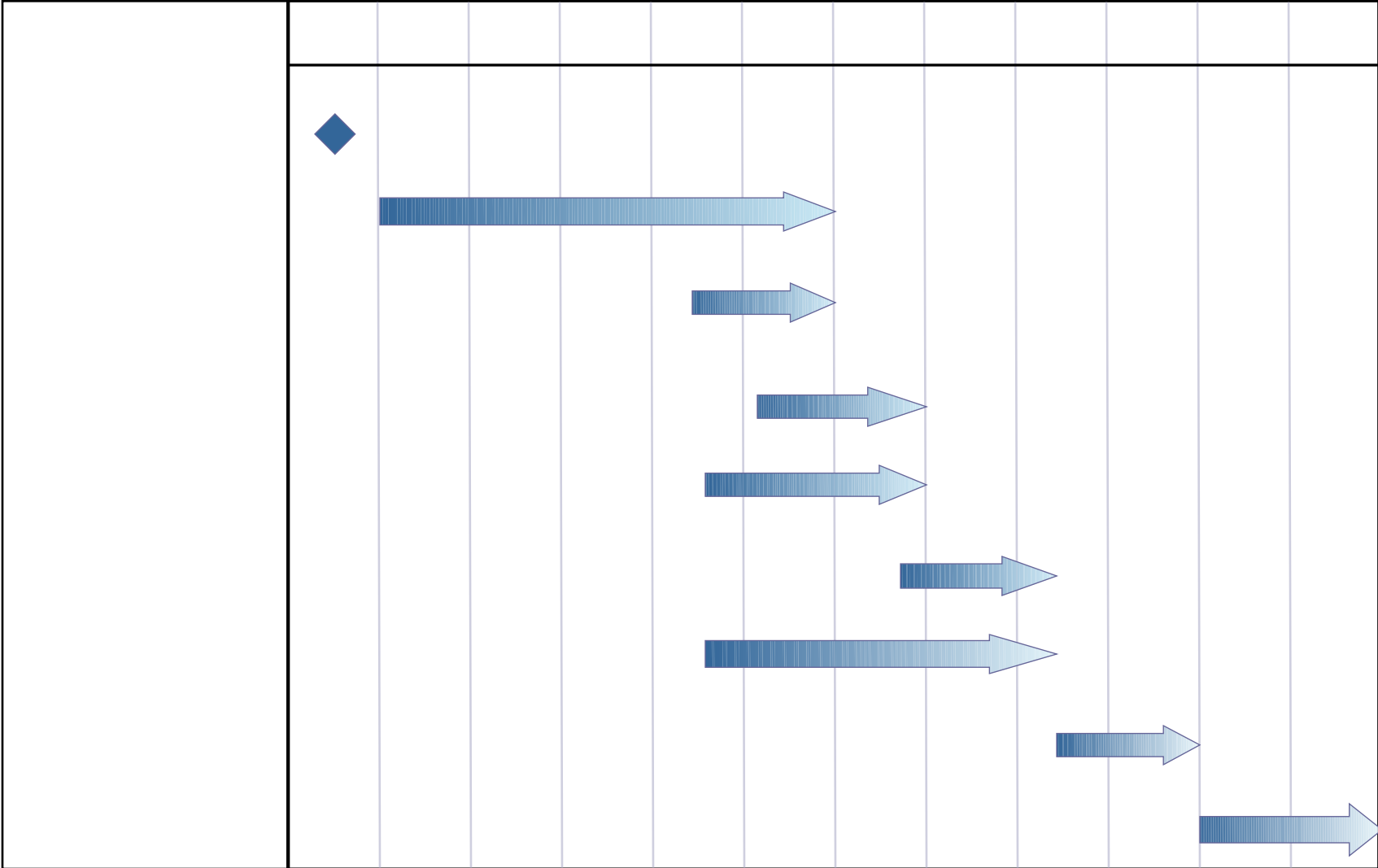
# Startup Budget/Use of Proceeds

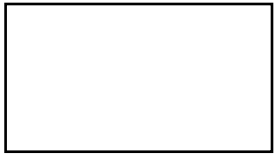
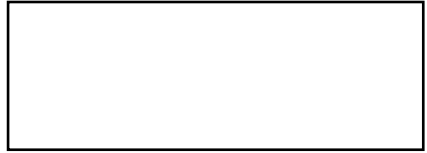
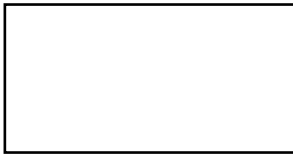
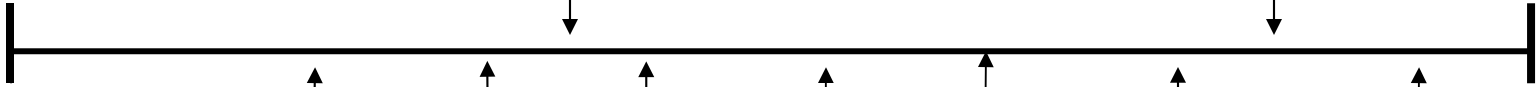
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<b>First year Budget</b>	<b>Cost (in Rs.Lacs)</b>
Salaries	
Repairs & maintenance	
Local Advertising	
Marketing	
Accounting and legal	
Rent	
Internet & Telephone	
Equipment	
Domain Name/Others	
<b>Total</b>	

# Timeline of Milestones

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# Summary

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- Unique and sizeable business opportunity
- Unique product or service
- Competitive advantages and strengths
- Marketing approach, customers, sales pipeline
- Intellectual property
- Management team
- Others...