Business Plan Format

The following format should provide a good overview of a prospective investment. It usually works best when limited to around 15-20 pages:

1. Business
   - Company’s business (description short enough to fit on a business card)
   - Mission statement
2. Products
   - Product description
   - Development schedule
   - Differentiation
   - Price point
3. Market
   - Trends
   - Historic and projected sizes in dollars
   - Product match to market definition
4. Distribution
   - Sales channels
   - Partnerships
   - Customers
5. Competition
   - Competitors
   - Competitive advantages
6. Team
   - Background of management
   - Board composition
7. Financials
   - Historic and projected Profit & Loss (first two years by quarters)
   - Projected cash flow (first two years by quarters)
   - Current balance sheet
   - Projected head count by functional area (R&D, sales, marketing, G&A)
   - Capitalization schedule
8. Deal
   - Amount raised
   - Valuation asked
   - Use of proceeds