

Business Plan Template

Business plans should be short and concise. Verbose plans make reading it a tedious task and it is hard for the company to keep it dynamic. The plan should be written in a language that the target-audience will understand. Accommodate your investors and keep explanations of the product simple and direct by using terms that everyone can understand. Details and intricacies of the plan can be included in the appendix. The following business plan format, must be encompassed in 15–20 slides:

- ❖ **Company purpose** - Define the company/business in a single declarative sentence.
- ❖ **Problem** - Describe the pain of the customer (or the customer’s customer). - Outline how the customer addresses the issue today.
- ❖ **Solution** - Demonstrate your company’s value proposition to make the customer’s life better. - Show where your product physically sits. - Provide use cases.
- ❖ **Why now** - Set up the historical evolution of your category. - Define recent trends that make your solution possible.
- ❖ **Market size** - Identify/profile the customer you cater to. - Calculate the TAM (top down), SAM (bottoms up), and SOM.
- ❖ **Competition** - List competitors - List competitive advantages
- ❖ **Product** - Product line-up (form factor, functionality, features, architecture, intellectual property). - Development roadmap

Product	Form-Factor	Functionality	Features	Architecture	IP	Development roadmap
Prod 1						
Prod 2						
Prod 3						

- ❖ **Business model** - Revenue model - Pricing - Average account size and/or lifetime value
- Sales and distribution model - Customer/pipeline list
- ❖ **Team** - Founders and management - Board of Directors/Board of Advisors
- ❖ **Financials** - P&L - Balance sheet - Cash flow - Cap table - The deal