Florida Atlantic University
Tech Runway

creating ENTREPRENEURS.
launching BUSINESSES.

Launch Competition
Template Sample

Company Logo Here

Company Name
Business Plan
Date

This document contains confidential and proprietary information belonging to [Company Name] the producers of [Product Name]. [3 to 5 word product description]

Contact information for the company:
CEO Contact Information
INFORMATION REGARDING BUSINESS PLAN

This Business Plan (the “Business Plan”) contains certain information regarding the current and planned operations and business of [Name] (the “Company” or “[Short Name]”); including the projected financial performance of the Company. This Business Plan has been provided to the recipient solely for the purpose of assisting the recipient in deciding whether to proceed with an Location in-depth investigation of the Company in accordance with procedures established by the Company and its advisors.

By accepting a copy of this Business Plan, the recipient agrees, among other things, to keep the information contained herein confidential. The recipient agrees to restrict the use of any information contained herein to those people within the recipient’s organization or its designated representatives who have been informed of the confidential nature of such information and who need to have such information in connection with the organization’s evaluation of the Company.

The Company has prepared this Business Plan on the basis of internally prepared information, as well as information from public and private sources, including trade and statistical sources commonly used in the industry. This Business Plan does not purport to contain all of the information that may be required to evaluate all of the factors that would be relevant to a recipient in considering a transaction with the Company. The Company makes no warranty or representation, either express or implied, as to the accuracy or completeness of either the material contained herein or any other written or oral information provided by the Company to the recipient, and no liability shall attach thereto.

Nothing contained in this Business Plan is, or should be relied upon as, a promise or representation as to the future. The projected financial information contained herein was prepared expressly for use herein and is based upon the Company’s stated assumptions and analysis of information available at the time this Business Plan was prepared. There is no representation, warranty, or other assurance that any of the projections set forth herein will be realized. This Business Plan does not purport to contain all of the information that may be required to evaluate the Company and any recipient hereof should conduct its own independent investigation and analysis.
INFORMATION REGARDING BUSINESS PLAN .............................................................................. 2
1 Executive Summary ............................................................................................................. 4
2 [Name] Product Description ............................................................................................... 5
  2.1 Current Components ....................................................................................................... 5
  2.2 Market-sector Product Packaging .................................................................................. 5
  2.3 Development time line .................................................................................................... 5
  2.4 Product, Support, Production and Certification ............................................................. 5
  2.5 Product Feature and Technology Plan ........................................................................... 6
  2.6 Intellectual Property ....................................................................................................... 6
3 The Market for [Product Name] .......................................................................................... 6
  3.1 Market Description ......................................................................................................... 6
  3.2 Market Size ..................................................................................................................... 6
  3.3 Compelling Market Indicators ....................................................................................... 6
  3.4 Revenue Model .............................................................................................................. 6
  3.5 Price Positioning ............................................................................................................ 6
4 Competition ........................................................................................................................ 6
  4.1 Competitor Analysis ....................................................................................................... 6
  4.2 Categorizing Competitive and Related Products (as appropriate) ................................. 7
  4.3 Competitive Differentiation ............................................................................................ 7
5 Sales and Marketing ......................................................................................................... 7
  5.1 Go to Market Strategy ..................................................................................................... 7
  5.2 Customer value proposition by focus market segment ................................................... 7
  5.3 Company Brand Development and Demand Generation Marketing Approach and activities ... 7
  5.4 Sales Organization ......................................................................................................... 8
  5.5 Sales and Channel Programs ......................................................................................... 9
6 Our Strategy ....................................................................................................................... 9
7 Management Team .......................................................................................................... 9
8 Financial Plan .................................................................................................................... 9
9 Risk Management ............................................................................................................. 10
10 Conclusion ....................................................................................................................... 10

Exhibit 1 .................................................................................................................................. 11
Exhibit 3 Market Projection Methods ..................................................................................... 13
Exhibit 4 Pricing: Structure, Competition and Company ........................................................ 13
Exhibit 5 Customers and Other References ......................................................................... 15
Exhibit 6 Management Team, Board of Directors and Advisory Board ............................. 16
Exhibit 6 Management Team, Board of Directors and Advisory Board ............................. 16
Exhibit 8 Financial Statement Projections as of [Date] ....................................................... 17
Exhibit 8 Financial Statement Projections as of [Date] ....................................................... 17

Table of Figures

Figure 2-1 [Name] Major Components ............................................................................. 5
Figure 2-3 [name] Product Time Line (Visio sample follows) ............................................. 5
Figure 2-5 Technology Roadmap Summary (sample follows) ............................................. 6
Figure 3-1 Market Size ......................................................................................................... 6
Figure 4-3 Competitive Strengths and Weaknesses – Positioning to win ........................... 7
Figure 5-1 Go to Market (graphic representation) ............................................................... 7
Figure 5-2 Marketing Roadmap summary ............................................................................. 7
Figure 8-1 Summary Operating Statement and Key Ratios ................................................ 10
1 Executive Summary

Introduction
The Company, [short description], [location], [product name, usage, uniqueness, business model].

The Challenge
Market challenge
The Solution
How product solves the challenge
The Market
Market description – Overall, taxonomy, CAGR
Product Development
Short product description, end user value proposition, and market validation.

Intellectual Property
Description and status of patents.
Business Validation
Why business will be viable and strong.

The Competition
Why the company's products fit market problem better than competitor's products.
The Management Team
• Names and descriptions citing key successes related to the company.

The Business Opportunity
How the company will return value to investors.
Upside Potential
Blue sky opportunity when available
Funding Requirements
How much, how used, company results with implication of what the results mean to the investor.
2 [Name] Product Description

2.1 Current Components
Description...

Figure 2-1 [Name] Major Components

2.2 Market-sector Product Packaging

2.3 Development time line
Description...

Figure [name] Product Time Line (Visio sample follows)

Product, Support, Production and Certification
2.4  Product Feature and Technology Plan

Description…..

Figure Technology Roadmap Summary (sample follows)

Product Support (method of) Summary

2.5  Intellectual Property

Description…

3  The Market for [Product Name]
3.1  Market Description

Description citing certifiable references and studies

3.2  Market Size

Description overall with CAGR, taxonomy, focus sector size and CAGR. Unique focus sector requirements matching unique product features. Summary in figure with detail in an Exhibit.

Figure 3-1 Market Size –

3.3  Compelling Market Indicators

•  Third party comments (analysts, pundits, trade associations, etc.

3.4  Revenue Model

Company’s revenue model

3.5  Price Positioning

Price strategy and description  Investors like annuity revenues..

4  Competition
4.1  Competitor Analysis

Figure Competitor Comparison
4.2 Categorizing Competitive and Related Products (as appropriate)

4.3 Competitive Differentiation

- Clear description of unique features, functionality and why the end users have a better value proposition than competitors.

Figure 4-3 describes [product name’s] strengths, weaknesses and position against other products.

**Figure 4-3 Competitive Strengths and Weaknesses – Positioning to win**

<table>
<thead>
<tr>
<th>Company</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>We Win/We Lose</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Win When:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Flexible</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Size of</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Lose When:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Win when:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Strong</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Lose When:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Strong auditing required</td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Win when:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Full solution</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• ops</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Lose When:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Only</td>
</tr>
<tr>
<td></td>
<td></td>
<td>•</td>
<td>Win when:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>•</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Lose When:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Concerns about Company size</td>
</tr>
</tbody>
</table>

5 Sales and Marketing

Summary description of go to market strategy as intro

5.1 Go to Market Strategy

Description…

**Figure 5-1 Go to Market (graphic representation)**

5.2 Customer value proposition by focus market segment

5.3 Company Brand Development and Demand Generation Marketing Approach and activities

Description

**Figure 5-2 Marketing Roadmap summary**

This is an example of an exhibit:

1) Organization Phase
2) Build Traction Phase
   a. Sales
      i. Add sales personnel according to plan
      ii. North America geography focus – primary
      iii. 2nd Tier Industry Sectors: Financial & Business Services, Government, CPA & Law Firms
      iv. Direct metrics to drive sales
   b. Marketing
      i. Expand web lead generation program
      ii. Expand sales tools & testimonial stories
      iii. Drive demand generation
      iv. Participate in key industry exhibitions
      v. Identify next focus markets
      vi. Develop essential channel tools
      vii. Secondary: one tier and geo. channel

3) Leverage Distribution Phase
   a. Sales
      i. Add sales
   b. Marketing
      i. Develop additional industry analyst resources
      ii. Enhance we lead
      iii. generation

4) Leverage Distribution Phase
   a. Sales
      i. Expand focus to key EMEA, A/P and LAC markets
      ii. Formalize channel sales function
      iii. Add global sales management resource
      iv. Shift metrics to drive channel sales
      v. Add consumer sales (strategic partners)
   b. Marketing
      i. Tailor messaging to multinational markets
      ii. Develop additional

5) Exploit Global Markets
   a. Sales
      i. Expand focus to key EMEA, A/P and LAC markets
      ii. Formalize channel

6) Marketing
   a. Tailor messaging to multinational markets
   b. Develop additional industry

5.4 Sales Organization
Describe
•
5.5 Sales and Channel Programs

• Describe.

6 Our Strategy

• One or two paragraph company strategy description.

7 Management Team

Detail on management team emphasizing why their backgrounds match the challenge.

The Board of Directors consists of …… experts who advise the Company on pertinent business matters.

8 Financial Plan

Financial Plan (Refer to Exhibit Financial Statements and Operating Plan)
Figure 8-1 Summary Operating Statement and Key Ratios

Financial Summary | Total 2016 | Total 2017 | Total 2018 | Total 2019
---|---|---|---|---
Target Market Size-(000's) | | | | |
    Growth Rate (Yr/Yr.) | | | | |
    Market Share % | | | | |
Total Bookings | | | | |
Revenue Projection | | | | |
    Growth Rate | | | | |
Operating Income | | | | |
    % of Sales | | | | |
EBITDA | | | | |
    % of Sales | | | | |
EBITDA-CapEx | | | | |
Operating Cash Flow (Incls CapEx) | | | | |
    % of Sales | | | | |
Employees | | | | |
Sales per Employee | | | | |
Sales per Field sales Employee | | | | |
Sales Breakdown- % of Total | | | | |
    Software | | | | |
    Software Maint/Support | | | | |
Operating Expenses as % of Revenue | | | | |
    Customer Support | | | | |
    Development | | | | |
    Sales and Marketing | | | | |
    General and Administrative | | | | |
Basic Operating Statement assumptions include:

9 Risk Management
Describe categories and how risks will be managed.

10 Conclusion
On paragraph about making it happen
Exhibit

Exhibit Market Projection Methods

Exhibit Pricing: Structure, Competition and Company

Exhibit 4-1 Price and Channel Discount Model

The competitor product pricing information contained in Figure 8 was obtained through publicly available information on the internet.

Exhibit Competitor Product Pricing Data

Exhibit [Product Name] Price List

Exhibit Management Team, Board of Directors and Advisory Board

Management Team

Board of Directors

Advisory Board

Exhibit Financial Statement Projections as of [Date]

Exhibit 8-1 Income Statement

<table>
<thead>
<tr>
<th>Financial Projections (X $000)</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$ -</td>
<td>$ 4,349</td>
<td>$ 4,656</td>
</tr>
<tr>
<td>Cost of Goods</td>
<td>$ -</td>
<td>$ 1,185</td>
<td>$ 1,200</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>$ -</td>
<td>$ 3,164</td>
<td>$ 3,456</td>
</tr>
<tr>
<td>Operating Expenses:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>$ 30,261</td>
<td>$ 65,279</td>
<td></td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>67,225</td>
<td>122,700</td>
<td></td>
</tr>
<tr>
<td>Operating Income - EBITDA</td>
<td>$ (94,322)</td>
<td>$ (184,523)</td>
<td>$ -</td>
</tr>
<tr>
<td>EBITDA % of Revenue</td>
<td>9.3%</td>
<td>27.7%</td>
<td>39.0%</td>
</tr>
</tbody>
</table>
Exhibit Balance Sheet

Exhibit Cash Flow

<table>
<thead>
<tr>
<th>Cash Flow Statement</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Beginning of Period</td>
<td>$</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Cash In from Investment</td>
<td>$</td>
<td>-</td>
<td>$</td>
</tr>
<tr>
<td>Cash In from Loans</td>
<td>$</td>
<td>-</td>
<td>$</td>
</tr>
<tr>
<td>Interest Income</td>
<td></td>
<td>$</td>
<td>-</td>
</tr>
<tr>
<td>Interest Expense</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Cash Used In Operations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash at End of Period</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ownership</th>
<th>2012</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Shares</td>
<td>10,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owners</td>
<td>8,214,286</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investors</td>
<td>1,785,714</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valuation</td>
<td>$14,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share Value</td>
<td>$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projection</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
</tr>
</tbody>
</table>