

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