

Business Plan-Long Form/Complex

Cover Page

The Business Concept

- Compelling Story*
- First Customer*
- Value Proposition*
- How Benefits will be Delivered*
- Business Model*
- Potential for Growth & Spinoffs*

Founding or Management Team

- Critical Task Accomplishment*
- Gap Analysis*

Industry/Market Analysis

- Porter's Five Forces*
- Target Market Analysis*
- Customer Profile*
- Niche Market Entrance*
- Competitor Analysis and Competitive Advantages*

Product/Service Development Plan

- Current State of Product/Service Development*
- Tasks and Timeline to Completion*
- Intellectual Property Acquisition*
- Plan for Prototyping and testing*

Operations Plan

- Facilities*
- Business Processes*
- Outsourcing Plan*
- Manufacturing and Distribution*

Organizational Plan

- Management Philosophy and Company Culture*
- Legal Company Structure*
- Organizational Chart*
- Key Management, Duties, and Responsibilities*

Marketing Plan

- Purpose of the Marketing Plan*
- Target Market*
- Unique Market Niche*
- Business Identity*

Financial Plan

- Key Points and Capital Requirements*
- Risk Factors and Mediation*
- Break-Even Analysis and Payback Period*
- Narrative Assumptions for Financial Statements*
- Pro Forma Financial Statements for Three Years*
- Plan for Funding*

Growth Plan

Strategy for Growth

Resources Required

Infrastructure Changes

Contingency Plan

Harvest Strategy

Timeline to Launch

Appendix A: Projections, Charts, Infographics and similar supporting visuals should be included in corresponding appendices

References: Be prepared to back-up your research and data! All statistics and facts should be supported with factual and reliable sources.