

Sample Business Plan Outline (for a product-based company)

In today's market where too many ideas are chasing too much money, the savvy entrepreneur will do all he/she can to deliver a concise, compelling, complete plan. The optimal length is 20 pages, but 30 is acceptable.

Executive Summary (*derived from below, 3-5 pages total*)

The Pain/The Solution We Provide (*quantify this – hopefully in huge numbers*)

Business Opportunity/Market Size (*be sure to mention future markets you can easily penetrate without massive additional risk or technology change*)

Objectives of Company

- Market Analysis
- Market Background
- Future Directions of Market
- Market Size/Forecast
- Customers/Customer Segmentation
- Competitive Analysis
- Barriers to Entry (*what are they? How sustainable?*)
- Universal Problems with Current Solutions

The Product

- Product Definition and Goals
- Product Specifications
- Expected Product Lifecycle
- Follow-on Products

Marketing Plan

- Target Market Segments
- Pricing
- Product Positioning
- Sales Strategy
- Partnering
- Promotion

The Team

- Current Staff (*list as many “brand names” as possible -- VP Engineering is from Microsoft, went to MIT, etc etc*)
- Additional Staffing Plans
- Board of Directors
- Advisory Board (*this is a great place to get more brand names*)

Risk Management

(analysis of specific risks and address various scenarios)

Financial Projections and Resources Required

- Near Term Milestones and Expenses
- Long Term Projections

Appendices *(only include information to back up assumptions in plan)*

Financial Summaries

Data Sheets

White Papers

Press Coverage