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Guide to Business Plan Submissions

While there is no single formula for the perfect business plan, there are a few things that every good business plan should include. The outline below is intended to offer guidance to you, the entrepreneur, and can provide a framework for thinking about your business the way that many investors will look at it. A good business plan should include, at a minimum, information relating to the bolded bullets below. The sub-bullets are elements commonly addressed within each parent bullet.

Business Plan Outline

- 1. Company Overview**
 - a. Executive Summary
 - b. Company Description
 - c. Company History
 - d. Facilities
- 2. Management, Founders, Advisors & Board of Directors**
 - a. Profile, Expertise & Credentials
 - b. Organizational Chart
- 3. Market**
 - a. Demonstration of Market Need
 - b. Target Market Size
 - c. Competition
 - d. Commercialization Plan – Marketing, Sales & Distribution/Pipeline
- 4. Science/Technology/Product/Service**
 - a. Background
 - b. Proof of Concept
 - c. Stage of Development
 - d. Intellectual Property or Trade Secret Protection
- 5. Business Model – Plan to Profitability**
 - a. Revenue Model
 - b. Financial Statements (Historical & Projected)
- 6. Capitalization**
 - a. Current Capitalization Table
 - b. Detailed History of Prior Financings
 - c. Current Financing Expectation (amount & valuation)
 - d. Sources and Uses of Funds
 - e. Anticipated Capital Needs (beyond current round)
- 7. Exit Strategy**
 - a. Potential Acquirers
 - b. Exit Valuation