



## **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