

## Business Plan Outline (Detailed)

Included is a Word version of the outline for the business plan. Please note that the bulleted items are suggestions regarding the nature of the content that should be included in that section of the plan. Feel free to change the sequence of those items; and add or delete items as appropriate in developing your business case. Although this is presented as an outline, the document that you prepare needs to be written in narrative form and present a compelling argument for potential “investment” by a strategic partner (including licensees), upper management in your firm (if done for internal reasons), equity investors, potential customers who may want to see your plans for delivering and/or potential acquirers.

Cover Page

Table of Contents

### 1. Executive Summary

### 2. Company & Technology

#### 2.1 Brief company introduction

- *Mission*
- *Location, size, history*
- *Overview of company capabilities*
- *Customers & past performance*

#### 2.2 Technology

- *Brief description*
- *Applications*

#### 2.3 Product/Service

- *Brief description*
- 2.3.1. Intellectual property status

#### 2.4 Commercialization strategy - brief overview

### 3. Industry Overview

#### 3.1. Industry definition and description

- *New products and developments within the industry*
- *Major players within the industry, factors driving dynamics*

#### 3.2. Legislation and policies driving the industry

- *Future and historical trends*

### 4. Customers

#### 4.1 Customers & end-user

- *Need addressed by the technology/product/service*
- *How the need is currently filled?*
- *Features, Advantages, and Benefits; Price point*
- *Who has the need? - Differentiate between end-users and customer needs*
- *Distribution channels used by customers and end-users*

#### 4.2 Buying behavior

- Decision makers
  - › *Who makes the decision to buy*
  - › *Who influences the purchase decision*
  - › *Characterization of decision makers*
- Basis for purchase decisions
  - › *Frequency of purchase decisions*
  - › *Basis for purchase decisions*

### 5. Market

#### 5.1. Market definition

##### 5.1.1. Primary market

##### 5.1.2. Secondary markets

#### 5.2. Market size and trends - Primary market

- *Current total and served-available markets*
- *Predicted annual growth rate*

### 6. Competitors

#### 6.1. Indirect competitors

#### 6.2. Direct competitors

- *Who are they?*
- *Strengths and weaknesses*
- *Market share of competitors*

### 6.3. SWOT analysis

## 7. Marketing / Sales Plan

### 7.1. Opportunity statement

### 7.2. Marketing & sales objectives

### 7.3. Current customers (if appropriate)

### 7.4. Potential customers

- *Customers targeted for intensive selling efforts*
- *How other customers will be identified and qualified*
- *Product features emphasized and contrasted with competitors*

### 7.5. Pricing

- *Basis for targeted price point*
- *Margins & levels of profitability at various levels of production & sales*

### 7.6. Sales Plan

- *Sales force analysis (reps, distributors, direct)*
- *Sales expectations for each salesperson & each distribution channel*
- *Margins given to intermediaries*
- *Service and warranties*
- *Organizational chart for sales/marketing staff, indicating planned growth for 3 - 5 years*

### 7.7. Advertising

- *Year 1- Detailed Marketing Communications plan*
- *Years 2-5 (general)*

### 7.8. Sales/Marketing Budget

- *Assumptions*

## 8. R&D Plan

### 8.1. R&D Objectives

### 8.2. Milestones and current status

- *What remains to be done to make the product marketable?*

### 8.3. Difficulties and risks

### 8.4. Staffing

### 8.5. R&D Budget

- *Assumptions*

## 9. Manufacturing/Engineering Plan

### 9.1. Objectives

### 9.2. Use of Subcontractors

### 9.3. Quality control

### 9.4. Staffing

### 9.5. Manufacturing/Engineering budget

- *Assumptions*

## 10. Human Resource Plan

### 10.1. Staffing Objectives

### 10.2. Organizational structure - phased over 3-5 years

- *Introduction of management team*
- *Key individuals to be recruited and plans for doing so*
- *Board of Directors, Advisory Board*
- *Incentives for commitment*

### 10.3. Human Resource Budget

- *Assumptions*

## 11. Contingencies

### 11.1. Potential Risks

- *Impact and responses*

## 12. Financials

### 12.1. Financial Objectives

- *Commercialization strategy (elaborated)*
  - *Use of funds*
  - *Terms and conditions of any previous financing arrangements*
- 12.2. Plans for obtaining investors or strategic alliance
- *Profile of investor or partner sought*
  - *Leveraging advantage for investor/partner*
  - *Detailed plans for obtaining investor/partner*
  - *Costs and time associated with securing investor/partner*
- 12.3. Pro Forma Profit & Loss statements
- 12.4. Pro Forma Cash Flow projections
- 12.5. Pro Forma Balance Sheet
- 12.6. Alternative return scenarios
- *Exit scenarios*