

High Tech Rochester

Structure/ framework for business plan

- 1) **Executive Summary** - roughly 10% of the length of your plan, or two pages, whichever is shorter!
- 2) **Business description**
 - a) Who are you?
 - b) What are you?
 - c) What do you do?
 - d) Why do you do it?
- 3) **Industry analysis**
 - a) Who are the players?
 - i) How large?
 - ii) What are the hot areas?
- 4) **Market analysis**
 - a) How large is your market:
 - i) Aggregate customers
 - ii) Aggregate dollar/ sales volume
 - iii) Drill down to your target customer
- 5) **Marketing plan**
 - a) Who: the target customer
 - b) Where is the focus?
 - c) Four Ps:
 - i) Product/ service
 - ii) Place/ distribution
 - iii) Price/ terms of sale
 - iv) Promotion/ advertising/ sales support
- 6) **Competitive analysis**
 - a) Direct competition
 - i) Size
 - ii) Scope
 - iii) Product/ service offering
 - b) Indirect competition
 - c) Future competition
 - d) SWOT analysis:
 - i) Strengths
 - ii) Weaknesses
 - iii) Opportunities
 - iv) Threats
 - e) Business or economic conditions, good or bad; political?
- 7) **Organization**
 - a) Who's involved?
 - b) Competencies/ experience
- 8) **Operations/ logistics**
 - a) How do you deliver your product or service?
 - b) After-the-sale issues
- 9) **Exit strategies—investors and owners**
 - a) Acquisition, IPO, or other liquidity event?
- 10) **Funding needs**
 - a) How much?
 - b) How soon?
 - c) What for?
- 11) **Financial plan**
 - a) Highlights
 - b) Sensitivity analysis

In order to create a compelling sell document, we must answer these questions:

- ◆ What is the *current situation*? (context)
- ◆ What is the *problem*? (opportunity)
- ◆ What is your *solution*?
- ◆ Why is this *better*?
- ◆ What is it worth in *dollars*?