



## **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

*For more information on Business Plan Outlines, see Christine Comaford-Lynch's book **Rules for Renegades** (McGraw-Hill, Summer 2007).*