

Key components of the business plan

1

The idea / business proposition

- What problems does it solve
 - What benefits does it bring
 - Why should anyone buy it, buy it now, continue buying it
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- How many consumers / users are out there (demand estimation)
 - How much will they spend today / over their lifetime (market sizing)
 - How many of them can I sell to (market share)
 - Will they / why they should stick around

2

The market

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3

The competition

- How many others are out there doing what I do
- How do I protect against copycats, lookalikes, genuine competitors
- What are my / their weaknesses / strengths

4

The resources

- Talent / key skills required of the persons handling specific functions
- Financial resources ... how much cash is required over the next 12-24 months
- When does the business start self funding / breaking even

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5

Scalability

- Various options to grow the business
- Investors love things that scale

6

Plan B

- What are your options at every stage
- What and when triggers these options

7

The endgame

- Sell to a giant like IBM, Facebook, etc
- My family runs it till kingdom come
- ?

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“The business model” – how all the above comes together

<p>Key partnerships</p> <ul style="list-style-type: none">• Investors• Key accounts• Advisors	<p>Key resources / skills</p> <ul style="list-style-type: none">• What do you need to make sure that you can keep servicing your customer	<p>Channel</p> <ul style="list-style-type: none">• How you plan to reach these customers / users	<p>Customers</p> <ul style="list-style-type: none">• Who will use your product• Who will see value in it
<p>Cost structure</p> <ul style="list-style-type: none">• What will it cost you to deliver these services		<p>Revenue streams</p> <ul style="list-style-type: none">• For what will you charge and why they will pay you	