

Silicon Valley
◀ Young Coder's Club ▶



BUSINESS PLAN TEMPLATE

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Business Plan

Problem Statement

Business Model

Competition

The Team

Solution to Problem

Product and Technology

Marketing and Sales

Financial Model

Business Plan Template

Note: Please fill the sections out in the following slides by closely following the instructions in each slide (you can delete the instructions and fill your own content).

Startup Business Plan Template For Presentation to VCs

Adapted from Guy Kawasaki's 10/20/30 Principle

10 Slides, 20 Minutes, 30 Points Font

Before you Pitch to a VC!

- Uncover your audience's "Hot Buttons"
- Ask yourself the question:
"To make today's meeting as effective as possible, what are the three most important things that you would like the audience to learn about your company at this time?"
- Adjust time & emphasis on sections accordingly

Executive Summary

- *<Your Company>* is a *<what you are>* specializing in *<what you do>* for *<specific customers>*.
- Our *<special sauce>* gives us a *<unique advantage>* that will capture ??% of this \$??? M market.
- We will be looking for \$?? M to build an *<enabling function>* that will generate \$?? M over the next XX months.

<20% of presenters do this well

What's the Problem?

- Describe the problem you are looking to address in simple, clear concise terms
- Current state, seriousness of problem
- Desired future state, benefit to customer
- Scale of the initial market
- No more than 6 bullets
- Graphics better than words

< 10% of presenters do this well

What's your Solution

- Describe your solution in simple, clear, concise terms.
- Key benefits, features
- Product roadmap
- No more than 6 bullets
- Graphics better than words

> 70% of presenters do this well

What's the Business Model

- Explain how you are going to make money - clear, concise (If you can't describe your business model in 20 words or less, you probably don't have a workable model)
- What's the value to the customer? Customer Value
=(Seriousness of Current State + Benefits of the Desired Future State) Cost of the Solution
- Bottom up is better than top down

< 10% of presenters to this well

What's your "Special Sauce"

- What's the proprietary, underlying "magic" that gives you a clear, defensible advantage?
- Patents on their own are rarely sufficient
- What are you going to do particularly well that it will be difficult to copy?
- Graphics better than words

<30% of presenters do this well

How you are going to Market & Sell your product or Service

- Describe your Marketing & Sales strategies in simple, clear, concise terms.
- 1 or 2 marketing strategies
- Sales cycle & strategy for initial market
- No more than 6 bullets
- Graphics better than words

< 50% of presenters do this well

Competition

- There is ALWAYS competition – even if it's the way it's done now.
- Provide a Competition Analysis
 - a table/chart comparing your solution to the current approach and major competitors, by key benefit
- The more realistic you are, the more believable your case

< 30% of presenters do this well

Who's on the Team?

- Management Team
 - Why is this the Right Team?
 - relevant information only - shorter is better
 - include relevant company names & positions
 - include independent Directors, if relevant
- Identify holes that will need to be filled

< 10% of presenters do this well

Financial Projections

- P & L (by Quarter for first year, annually thereafter, 3 years out)

	Past Year	Q1	Q2	Q3	Q4	TOT	2 nd Year	3 rd Year
Revenue								
COGS								
R&D								
S&M								
G&A								
EBIT								
Cash Flow								

- Bottoms up better than top down
- Assumptions more important than numbers – be prepared to explain them

< 10% of presenters do this well

Status & Timeline

- Major Milestones, what's been achieved to date, Current Status, what still needs to be done & how long it's going to take.
- Include expected liquidity event.

<30% of presenters do this well