

Executive summary

The Opportunity: Half page

What transitions have happened in the world to create a new opportunity - that you're uniquely positioned to take advantage of?

The Market: Paragraph or two

How big is the market and the specific niches you will be going after? How fast are they growing? What will people / companies pay? How do you know?

Management: Paragraph or two

Who is on the team? Why can THEY make it happen? Internal AND external team.

The Product(s) / Service(s): Paragraph or two

Now that I know about the opportunity, market and management team, what's your solution to this huge new problem? Why will anyone pay money for it. How much? How do you know? What's its compelling sustainable advantage?

The Competition: Paragraph or two

Who or what else will get in your way. (Careful NOT to say 'we have no competition'. Even accounting software sellers got hit due to companies spending money on Y2K solutions instead of their offerings. If you can qualify it (NO one is using our XYZ Technology, then that might fly.))

Current status: Paragraph or two

Short (pertinent) company history.

Objectives / Strategy: Paragraph or three

What do you plan on accomplishing. How do you plan on being successful at meeting these objectives?

Financial proforma: Paragraph / table

How much money do you plan on making? When?

Risks: Paragraph

What might go wrong? What are your mitigating efforts?

Funding / Exit Strategy: Paragraph

How much do you need and when, and how / when do you/the investor get money out?

Business Plan: Table of Contents (Example)

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