

# **BUSINESS PLAN AND PROPOSAL**

**Who is your customer?**

- **Purpose**
- **Problem**
- **Solution**
- **Why Now**
- **Market Size**

**What can you do for a customer?**

**A product or service around which you can build a profitable company and a net positive return to investors**

**How does your customer acquire your product?**

- **Competition**
- **Product**
- **Business Model**
- **Team**
- **Financials**

**How do you make money off your product?**

**How do you scale your business?**

**How do you design and build your product?**

# Company Purpose

- **Define the company/business in a single declarative sentence**
- **Highlight what you are creating**
- **Bring out the value and benefits emerging out of the venture**

# Problem

- Describe the need of the customers
- Outline how the customer addresses the issue today

## Need

- List out specific areas which need to be addressed

# Solution

- Demonstrate your company's value proposition to make the customer's life better
- Show where your product physically fits

- What are you developing?
- For Whom?
- What Value are you bringing?
- Benefit in practical terms

**Problem-Solution Fit**

**Tagline**

**Positioning Statement**

- (Product/Services for target customer)
- (Ultimate Customer: statement of need or opportunity)
- (statement of benefit)
- Actual use

**Social Impact: .....**

**Technology/Process Details: .....**

# Team

- **Founders (Project Leader) & Management (Team Members) : specialization, role and commitment**
- **Board of Directors/Board of Advisors/Mentor Details**
- **Please indicate who are helping you and why?**
- **Indicate how the team will be expanded over the next two years in terms of:**
- **Development, production and marketing needs ; and**
- **Expertise and experience needed**

# Why Now

- **Set-up the historical evolution of your product/service category**
- **Define recent trends that make your solution possible**

**Set your  
development in  
the form of a  
real-life story**





# Competition

- List competitors
- List competitive advantages
- Bring out clearly advantages of your offering in terms of:
  - Functionality
  - Features
  - Range
  - Price

**What could be the most difficult hurdles?  
How you will try to overcome them?**

# Product

- Product line-up (form factor, functionality, features, intellectual property)
- Roadmap: Definition & architecture
  - Development & operations plan
- Highlight specific values being offered to the customer

## Product-Market Fit

### Five values offered to a customer

1. Product: Performance, quality, features, brand, selection, search, easy to use, safe
2. Price: Fair, visible, consistent, and reasonable
3. Access: Convenient, location, nearby, at-hand, easy to find, in a reasonable time
4. Service: Ordering, delivery, return, check-out
5. Experience: Emotional, respect, ambiance, fun, intimacy, relationships, community

# **COST STRUCTURE**

**(Give break up of where and how much the fund will be used?)**

## **Bank Details of Funding Institution, if any**

**Video Presentation Link  
& Social Media Links**

**Full Contact Details**

**Just Do It. NOW!**