

Business Plan Coverage

Executive Summary [2 Pages Max]

When established, basic company info on product, sales advantage, technology, operation, market segment, financial highlights

Company Profile [1 Page]

Company Name, reasons of forming, date, company structure (is it a BVI company or a US company), operation/sales goals

Revenue Stream [1-2 Pages]

How to generate revenue, what sources, and methods of approach – this is your operating strategy to generate revenue.

Marketing Strategy [1-2 Pages]

How to expand/approach your customer, what are the key market profiles, any strategic alliances (with other key partners) How does your marketing plan go hand in hand with your operational strategies?

Industry/Market Analysis [1 Page]

Trend, market size, segmentation (which one is your target segment), market growth rate, what validations have you done that proves this market is worthwhile?

Competitor's Analysis [1-2 Pages]

Head-to-head comparison chart on your product features against your competitors', what is your core advantage? (Please include quantitative comparisons)

Core Competence [1-2 Pages]

Key technology (Basic concept, how does it compare to industrial standards?)
Source of technology (inventor? licensed etc.), key patents

Team [1-2 Pages]

Company structure, key member's CV, estimated no. of new hires

Financials [3-4Pages]

Past five year's Balance sheet/Income statement/Cashflow + next 5 years financial projections

Funding Requirement [1-2 Pages]

Use of funding, Cap table, (Premoney /Post money valuations), stock price, funding schedule

Risk Analysis [1-2 Pages]

Technical risk, Market risk, financial risk & its associated contingency plan
(You can include sensitivity analysis, SWOT analysis)