



## **Key Elements of Business Plan / Investor Presentation**

Executive Summary (*consists of one- two paragraphs on each of following sections*)

### **The Company**

*Identification and Background (who are you and where did you come from)*

*Clear Mission Statement (where are you going)*

*Summary of Success to Date*

### **Market Opportunity**

*Demand Drivers*

*Current Offerings (competing technologies, types of products & their deficiencies!)*

*The Market Need!*

### **The Technology**

*Your Technology Solution and How it Satisfies Market Need*

*Product Portfolio & Service Offerings*

*Value Proposition for Customers*

*Validation/Quotes from technical and/or industry experts and/or potential customers*

*IP Position*

*Future Direction*

### **Competition**

*Direct Competitors (technologies and/or vendors)*

*Indirect Competitors (technologies and/or vendors)*

*Competitive Advantages of Your Technology Relative to Competition*

*Competitive Strengths as a Company & Basis for Meeting Competition*

### **Business Strategy**

*Strategy Overview (how to penetrate market, continue growth and revenue momentum)*

*Potential Partnerships & Alliances (criteria for targeting)*

*Sales & Marketing Plan*

### **Operations Plan**

*Management Team*

*Product & Services Roadmap & Milestones*

*Staffing Plan*

*Operating Costs / Financing Requirements for next two-three years*

### **Business Potential or Financials**

*Market Size and Revenue Potential (nationally and/or regionally)*

*Market Share & Revenues (top-down and/or bottom-up)*

*Financial Pro-Forma*

*Major Risks and Risk Mitigation*