



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