

STARTUP EDGE

BUSINESS PLAN HANDBOOK

Be as concise as possible.

Be creative & realistic.

Spend time researching & thinking.

Visuals are good!



Get Your Bearings

Length:

2500-4000 words is ideal

Too short Bplan does not give *clarity*

Too long Bplan takes the *focus* away

Format:

Use maximum of 2 font type, size and colour

Maintain a *uniformity* in your document.

All the text should always be 'justified' in alignment

Graphics:

Represent important content through *infographics*

Use smart art, tables, pictures, charts and graphs wherever necessary

Structure of the Business Plan

Executive Summary ~ 1 page

Introduction ~ 1 page

Products & Services ~ 1 page

Industry & Market Analysis ~ 1 page

Sales & Marketing Plan ~ 2 pages

Operating Plan ~ 1 page

Financial Plan ~ 1 page

Appendices ~ 1 page

The success of your Business Plan depends on the clear & articulate representation of your startup idea and a person outside the industry should be able to understand it.

Roadmap guiding
the launch & growth
of your startup.

Submit your plan in PDF format.
Include the key assumptions (if any).

Focus!

Mind the clarity!

Executive Summary



Tell Us:

- » Give a brief overview of the startup
- » Goals of your business

Key Objective:

- » Capture reader's attention and creates the need to learn more about your startup
- » Basic understanding of your startup

*Comes at first,
written at the
end!*

Introduction



Tell Us:

- » Brief overview of the industry
- » Concisely state your core value proposition, including the target market.
- » What your business does and for whom

Key Objective:

- » Everyone should know the basic idea and value proposition of the business
- » Where you are and where you are going with your startup.

Products & Services



Tell Us:

- » Detailed description of the product/service that will be offered.
- » Problem solved by your offering.
- » Pricing of your offering.

Key Objective:

- » The problem solved by your startup and the unique selling proposition that makes your product competitive.
- » The Offering - What specifically are you offering to whom? Software, hardware, services, a combination?

$$\begin{array}{r} \text{(Clear) Problem} \\ + \\ \text{(Large) Market} \\ \hline = \text{(Great) Opportunity} \end{array}$$

*What is your Unique
Selling Proposition
(USP)?*

- ✓ *What is your differentiator?*
- ✓ *What is your competitive advantage?*

Industry & Market Analysis



Tell Us:

- » Outline the industry & the marketplace in which you will compete.
- » Demonstrate the target market analysis & SWOT analysis
- » Competitive Landscape and analysis

Key Objective:

- » Thorough understanding of the industry and the market
- » Determine the attractiveness of the market and fitting your startup in it's evolving opportunities

Sales & Marketing Plan



Tell Us:

- » Describe your target customer
- » How will you market your product including your promotional strategies
- » How do plan on selling your product or service or acquiring your user.

Key Objective:

- » Help us understand your marketing strategy and your sales plan

Social media and digital marketing is the one of the fastest way to reach your target audience.

Operating Plan



Tell Us:

- » Outline the physical requirements of your business, such as office, warehouse, retail space, equipment, inventory and supplies, labour, etc.
- » What type of personnel will your business need?

Key Objective:

- » Explains the daily operation of your business, personnel and processes.

For a one-person, home-based consulting business the operating plan will be short and simple, but for a business such as a restaurant or a manufacturer that requires custom facilities, supply chains, specialized equipment, and multiple employees, the operating plan needs to be very detailed.

Financial Plan



Tell Us:

- » Revenue model & projections
- » Break even analysis
- » Milestones you will hit in 1-3 years

Key Objective:

- » Demonstrate the your business will grow and be profitable
- » Helps in understanding your financial model, financial goal and assess startup's financial needs

*Tell us how you will
make money*

*List down your key
assumptions*

*Show us what you've
accomplished to date.*

Appendices

Appendix is an optional part of the business plan to include any other materials that will give readers a fuller picture of your business or support the assumptions you make in your plan. Elements like advertising/marketing material, market research studies, background/resume of founders, etc. can be added in the appendix.