

## Sample Business Plan Format

This business plan document consists of three parts:

- **A Written Section** in which you elaborate on the:
  - Business (maximum: **15 pages**)
  - Entrepreneur Team (maximum: **3 pages**) and
  - Quantified Sustainability Impact of your business (maximum: **5 pages**)

**The Written Section of the business plan must be no longer than 20 pages (Arial 12 point).**

- **A Financial Plan** in which you add the financial data (a maximum of **10 pages** of tables and assumptions. Please include only directly relevant data.)
- **Supplemental Data** regarding the industry, competition, marketing research etc that would help VCs understand your industry and make a better funding decision (maximum: **10 pages**). Be judicious.

Be brief, cogent and direct.

The items listed in the sample below are simply a guideline. Use the parts that are applicable to your business plan and eliminate those that are not relevant. Feel free to add other data that helps communicate your project and its details. Use judgement in providing only the parts that are most important.

Upload your business plan before the Application deadline.

Be prepared to make a power-point presentation based on your business plan and financials. Divide responsibility between members of the team. You have only a short time to pitch your business plan for funding to the busy Venture Capitalists to whom you will make your case. Your team must be ready to answer questions and demonstrate sufficient mastery of the data to show that you can be trusted to successfully run the business.

Sample Business Plan format

## **BUSINESS PLAN**

**< NAME OF COMPANY / TITLE >**

**< Add your  
Logo  
Here >**

< Date >

< Entrepreneur Team Name >

<Address >

<Address >

<Address >

<Address >

<City >

<Country >

Tel.:

E-mail:

Skype:

# **1. THE BUSINESS**

## **1.0 Executive Summary (maximum: 1 page)**

### **1.1 Business Proposal**

Short description of product or service and describe the value it will create for the customers and the market. Introduce your product/service and how it works.

### **1.2 Production Process and Development**

Describe the production process of the product/service. How will you start to develop the products / services? What resources do you need and how will you get access to these resources?

Is there a need for (additional) Research & Development (R&D)? What resources will you tap for this R&D and how will you finance it? Who will be your R&D suppliers and in what country are they located? Are there quality standards or requirements for your product/service or is there any certification involved?

#### **1.2.1 Suppliers**

Elaborate on the supply chain of your product/service. Which resources do you need and how will you receive these? Do you already have agreements in place with suppliers?

### **1.3 Market Structure and Analysis**

#### **1.3.1 Target Market and Customer Base**

Specify your target market, and why you selected this specific market. Describe the main characteristics of your (potential) customer base and their demand; if segmented, describe the different customer segments. Why did you select this group/these groups?

#### **1.3.2 Competitor Analysis**

Describe the structure of your target market.

Who are the main players (competitors, suppliers, other companies, etc) in your target market? Are there any companies in your target market with a similar product/service? Are there any companies in your target market with a complementary product/service? Are these players successful, if so why, and what is their market share? Is the target market still wide open, or is the entry level high, and why?

#### **1.3.3 Market Size and Potential**

Describe the market size (i.e. is it a growing market, is it stable or subject to change, etc), and the trends for the target market in a 3-year outlook.

Describe the market potential for your product/service in this target market.

#### **1.3.4 Competitive Advantage**

What are the unique selling points of your products/services; how will you deal with risks of potential competitors; how will you protect your product (legally)?

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## 1.4 Marketing and Sales

### 1.4.1 Sales

What are your existing sales (for established business only)? What are your sales targets? How will you achieve them? Which percentage of the total market do you have/will you claim?

### 1.4.2 Marketing and Communication

How will your (potential) customers know about your product? What means (media, advertisements, other PR tools) will you use to reach your target market?

### 1.4.3 Distribution

Elaborate on the distribution of your product/service. How will you/have you set up your distribution? Do you/will you make use of (existing) distribution channels/networks?

## 1.5 Company Structure

### 1.5.1 Management

Indicate clearly what expertise and experience is required from your human resources and how you will obtain it? What expertise and experience is already present? Describe your management team, the people you already have on board or that you are looking for, and their subsequent backgrounds.

### 1.5.2 Legal Status

Will your product be commercialised under a new / separate legal entity (e.g. Ltd Company)? If yes, please specify how and when. What licenses and/or permits will be needed, and how will you obtain them?

→ For established businesses, or if the start-up company (or other legal entity) that will execute this plan already has been established, please include proof of company registration.

### 1.5.3 Partners and Sponsors

Will you work with technical or financial partners? What are their roles, motives, ties and commitment? Have partners already been selected, if not, how will you select them? What other stakeholders will be involved in your business?

## 1.6 Risks

What are the main risks of your business?

Risk	Measure to counteract the risk

## 1.7 SWOT Analysis

Indicate the internal (you, your company and product's) strengths and weaknesses. Then indicate the external (market, consumers, economy, prices, competitors, etc.) opportunities and threats.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• ...</li><li>• ...</li></ul>

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## **2. THE ENTREPRENEURS**

### **2.1 Personal motivation and Individual Qualities**

Introduce the entrepreneurial team, your qualities and the reason why you want to start or expand this business. Describe what drives each of you as a person and how others would describe you. Explain what your ambitions are with your business between now and 5 years from now?

### **2.2 Experience**

What is your (professional) background and how will you employ this in your new venture? Do you have experience in your target sector? Please include a track record with your previous experience indicating your current knowledge and in which way you have the capability to make this a success.

### **2.3 CVs of the Entrepreneurs and the Role Each One Will Play**

Add the CV's of team members, business/industry advisors and Board of Directors, if any.

N.B.: This format is adapted from the McGinnis Venture Competition at Carnegie Mellon University, and was used in **The First AI Gore Sustainable Technology Competition**, New Delhi, February, 2008.

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### **3. THE SUSTAINABILITY IMPACT**

**Describe the impact of your business on global sustainability.**

Each plan will be evaluated for its sustainability benefits. Teams must submit a 3-5 page synopsis (in PDF-WORD-EXCEL) tabulating the sustainability benefits of the project, e.g. climate change mitigation, energy efficiency, beneficial materials (toxicity, efficiency, renewables etc), clean-tech, water security, species impacts, habitat preservation, etc. Contestants will have to discuss the metrics by which your project's benefits are quantified, as a key part of the intellectual and analytical process of determining what sustainability entails. Quantify as much as possible and mention both short-term (1-2-3 years) and long-term (10 years) impacts.

## 4. THE FINANCIAL PLAN

**Profit and Loss Statement**  
**Cash Flows (monthly or annually as appropriate)**  
**Balance Sheet**

### ***Profit and Loss Statement***

[Copy your 'Profit and Loss Statement' excel sheet here]

### ***Cash Flows***

[Copy your 'Cash flow' excel sheet here]

### ***Balance Sheet***

[Copy your 'Balance Sheet' excel sheet here]

### ***Funding Request and Investment Summary***

[copy your document showing the funding needed, various sources you intend to tap for funding, how you propose to compensate the Venture Capitalists for the risk they are taking, by investing in your start-up, the metric by which you value your company today in its start-up phase, and how it will be valued when its time for the VC to exit, either by merger/acquisition (identify likely buyers, if possible) , or IPO, and justify your estimate of the exit valuation]

## 5. SUPPLEMENTAL DATA

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