

Venture Capital Business Plan Outline

1. Executive Summary

Short description of:

Business objectives

Principal products or services

Technology and development program

Market and customers

Management team

Financing requirements

2. Company description

History and status

Background and industry

Company's objectives

Company's strategies

What makes the company different from others

3. Products

Product description and comparisons

Innovative features (patent coverage)

Applications

Technology

Product development and R&D effort

Product introduction schedule and major milestones

Future products (product evolution)

4. Market

Market summary and industry overview

Market analysis and forecasts

Industry trends

Initial product(s)

5. Competition

6. Marketing program

Objectives

Marketing strategy

Sales and distribution channels

Customers

Staffing

Venture Capital Business Plan Outline ctd

7. Manufacturing

8. Service and field engineering

9. Facilities

10. Management and ownership

Founders and key employees

Stock ownership

Organization and personnel

Future key employees and staffing

Incentives (stock option and stock purchase plans)

11. Capital required and use of proceeds

12. Financial data and financial forecasts

Assumptions used

3-year plan

5-year plan

13. Appendices

Detailed management profiles

References

Product descriptions, sketches, photos

Recent literature on product, market, etc.

One of the sections not specifically set out above which may be appropriate in the context of a given plan, is a "milestone" section, the forecasted major events in the life cycle of the enterprise and a timetable for their achievement.