



Suggestive Business Plan Format

The following format should provide a good overview of a prospective investment. It usually works best when limited to around 5-10 pages:

1. Business:
 - Company's business (description)
 - Mission statement

2. Products/Services:
 - Innovation
 - Products/Services description
 - Development schedule
 - Differentiation
 - Price point

3. Market & Industry:
 - Trends
 - Historic and projected sizes in monetary terms i.e. INR/\$
 - Product match to market definition

4. Marketing & Distribution:
 - Sales channels
 - Partnerships
 - Customers

5. Competition:
 - Competitors & Competitive advantages
 - SWOT analysis

6. Team:
 - Team Members
 - Team Strength (Experience, Skill set, Function in startup)



7. Operations:

- Funds requirement
- Expense Sheet {Detailed Description}

8. Financials:

- Projected Market Share & its value
- Projected Profit & Loss (first two years by quarters)
- Projected cash flow (first two years by quarters)
- Break Even point
- Capitalization schedule & potential of the team to induct funds