

The background is a light blue gradient. It is decorated with several realistic water droplets of various sizes. Some droplets are at the top, some at the bottom, and some on the right side. They have highlights and shadows, giving them a 3D appearance.

HOW TO PRESENT YOUR B-PLAN

INTRODUCTION

- WHO ARE YOU?
 - NAME
 - EDUCATION DETAILS: YEAR OF STUDY, BRANCH, ETC
- YOUR BUSINESS / IDEA TITLE
 - HARD HITTING ONE LINER OR DESCRIPTOR

Snapshot of your plan which would catch attention

TEAM

- WHO ARE THE KEY TEAM MEMBERS
 - THEIR ROLE
- WHAT SKILLSET / EXPERIENCE THEY BRING IN
 - HOW IT WOULD HELP IN GROWTH OF THE BUSINESS

Do you have the right team who can make it

PROBLEM / MARKET NEED

- WHAT PROBLEM / NEED ARE YOU ADDRESSING
 - CLEAR UNDERSTANDING OF THE PROBLEM OR NEED
 - DOES THE PROBLEM OR NEED REALLY EXIST
 - DO YOU HAVE A STORY TO INTRODUCE THE PROBLEM
 - HOW BIG IS THE PROBLEM – SOME NUMBERS TO ILLUSTRATE

Do you have clarity on the market opportunity

SOLUTION

- DESCRIBE THE SOLUTION – A PRODUCT OR SERVICE?
 - KEY FEATURES
- HOW IT ADDRESSES THE PROBLEM / NEED
 - KEY BENEFITS TO THE USERS
- DO YOU HAVE A WORKING MODEL OR PROTOTYPE
- DESCRIPTION-IF YOUR PRODUCT IS HARD TO EXPLAIN IT'S A GOOD IDEA TO INCLUDE A PICTURE.
- DIFFERENT TYPES
- PRODUCT DEVELOPMENT STRATEGY / LAUNCH PHASES
- MARKET VALIDATION OF THE SOLUTION
 - FEEDBACK – NUMBERS WHEREVER APPLICABLE

How you are addressing real customer pain points / needs

CUSTOMER

- WHO IS YOUR CUSTOMER
- EXPLAIN WHETHER YOUR CUSTOMERS ARE BUSINESS OR INDIVIDUALS
- DESCRIBE YOUR TYPICAL CUSTOMER
- DESCRIBE WHERE YOUR TYPICAL CUSTOMERS ARE BASED
- EXPLAIN WHAT PROMPTS YOUR CUSTOMERS TO BUY YOUR PRODUCT/SERVICE
- DO THEY REALLY NEED YOUR SOLUTION
 - MARKET SURVEY / PILOT LAUNCH
 - EXPLAIN WHETHER YOU HAVE SOLD ANY PRODUCTS/ SERVICES ALREADY

Do you have clarity on who would buy your solution

COMPETITION / SUBSTITUTES

- WHO ARE YOUR COMPETITORS AND HOW DO YOU COMPARE?
- FIND OUT INFORMATION ABOUT YOUR COMPETITORS
 - AT LEAST FIVE COMPETITORS
 - WHO THEY ARE; WHERE THEY ARE; WHAT THEY SELL ; HOW MUCH IT COSTS; HOW BIG THE COMPANY IS; WHAT THEIR MAIN STRENGTHS AND WEAKNESSES
- WHAT ARE THE SUBSTITUTES

Do you have clarity on your competitors / alternatives

UNIQUE SELLING PROPOSITION

- WHAT ARE THE UNIQUE FEATURES OF YOUR SOLUTION?
- HOW ARE YOU DIFFERENT FROM YOUR COMPETITORS?
- HOW ARE YOU BETTER THAN YOUR COMPETITORS?
- WHY SHOULD CUSTOMERS BUY FROM YOU?

In which ways is your product / service unique

MARKETING STRATEGY

- HOW WILL YOU REACH YOUR CUSTOMERS ?
 - WORD OF MOUTH / ADVERTISING / LEAFLETS AND BUSINESS CARDS / DIRECT MARKETING / SOCIAL MEDIA / TRADESHOWS AND EXHIBITIONS / WEBSITE
- HOW WOULD YOU ACQUIRE YOUR CUSTOMERS
- HOW WOULD YOU SERVICE YOUR CUSTOMERS

REVENUE MODEL

- HOW DO YOU MAKE MONEY?
 - SOURCES OF INCOME / REVENUE STREAMS
 - WHO PAYS
 - HOW MUCH – PRICING
- WHAT IS THE ADDRESSABLE MARKET SIZE
- IS THE CUSTOMER WILLING TO PAY
 - ANY MARKET VALIDATION DONE

Do you have a feasible and sustainable plan for making money

IMPACT

- WHAT ARE THE BENEFITS OF YOUR SOLUTION ON
 - ECONOMY
 - SOCIETY : HOW YOUR SOLUTION HAS POSITIVELY IMPACTED THE LIVES OF PEOPLE, SPECIFICALLY THE MASSES
 - THE NUMBER OF LIVES IMPACTED
 - LIVELIHOOD GENERATED
 - THE BENEFIT TO THE SOCIETY
 - ENVIRONMENT

Are you solving a big challenge

The background is a light blue gradient with several realistic water droplets of various sizes scattered across the surface. The droplets have highlights and shadows, giving them a three-dimensional appearance.

ALL THE BEST