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GMU TechMan 2020 Business Plan

Team Dewey

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Furthermore, the potential fulfillment of ‘forward looking statements’ contained in the plan are subject to change due to unexpected events, market shifts, or circumstances that cannot be known at this time. Forward looking statements are based on expectations, estimates and projections at the time the statements were made that involve a number of economic, business, and numerous risks and uncertainties which could cause actual results or events to differ materially from those presently anticipated. Forward looking statements in the plan may be identified through the use of words such as, but not exclusively to: “expects,” “will,” “anticipates,” “estimates,” “believes,” or statements indicating certain actions “may,” “could,” or “might” occur. Such estimates and projections are subject to significant uncertainties beyond the control of the Company. Although such projections are believed to be realistic, no representations are made as to their ultimate attainability.

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Forged by a god. Foretold by a wizard. Found by a king.

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Goal of the executive summary: Stimulate and motivate the investor to learn more.

* **Hook them on the first page.** Most investors are inundated with business plans. Your first page must make them want to keep reading.
* **Keep it simple.** After reading the first page, investors often do not understand the business. If your business is truly complex, you can dive into the details later on.
* **Be brief.** The executive summary should be 2 to 4 pages in length.

# Roadmap

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# Business Description

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# Company Profile

## Company Analysis

Goal of the company analysis section: Educate the investor about your company’s history and explain why your team is perfect to execute on the business opportunity.

* **Give some history.** Provide the background on the company, including date of formation, office location, legal structure, and stage of development.
* **Show off your track record.** Detail prior accomplishments, including funding rounds, product launches, milestones reached, and partnerships secured, among others.
* **Why you?** Demonstrate your team’s unique unfair competitive advantage, whether it is technology, stellar management team, or key partnerships.

## Personnel Plan

## Leadership Team

Our management team and its consultants are qualified professionals with vast experience with plant installation and operations, purchasing and marketing. Our consultants will be employed during the start-up period (see Start-up table). We welcome any additional person from our investor’s group that can contribute to the success of the company.



Birchfield, Daily, Hughes, Koprowski, Wilson

#### Bryan Birchfield

Bryan Birchfield is currently employed by collab9, LLC, a service provider offering cloud based unified communications and collaboration services to commercial, SLED and federal customers. Mr. Birchfield has been the lead Solution Architect for collab9 since April 2015 and is responsible for leading technical discovery and solution engineering efforts for channel partners and customers. As the lead Solutions Architect, Mr. Birchfield is responsible for assisting the VP of Business Development and Director of Sales with solution development and delivery of projects between $100,000 and $25 million. This includes leading technical and business requirement discovery sessions with customer stake holders, developing of sales strategies and customized cloud service products, as well as creating solution architecture, detailed configurations and statements of work.

#### John Daily

John Daily is a project Manager for McMurdo Inc. He leads international Search and Rescue IT system deployment projects through their life cycle. Taking the project from proposal stages to delivery.

#### Jake Hughes

Jake Hughes is a Systems Engineer at Perspecta. His duties involve Designing, developing, and maintaining systems throughout their entire life cycle to meet customer requirements. Translate high-level strategies into detailed, lower-level requirements by using engineering disciplines and SDLC methodologies.

#### Robert Koprowski

Robert Koprowski is a contracted IT Systems Administrator supporting various clients in the Northern Virginia region.

#### Ben Wilson

Ben Wilson is a senior government project manager. He has 15 years experience in the technology field supporting efforts in software development, hardware and organizational change management. He is also the board president of the Accessible Community, a 503(c) non-profit startup focused on improving access to small businesses, community organizations, and the surrounding communities for people with disabilities.

# Market Analysis

**Summary.** Ipsum Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Customer Analysis

Goal of customer analysis section: Convey the needs of your customers and show how your company’s products/services satisfy those needs.

* **Define your customers precisely.** For example, it’s not adequate to say your company is targeting small businesses, since there are several million of these.
* **Detail their demographics.** How many customers fit the definition? Where are these customers located? What is their average income?
* **Identify the needs of these customers.** Use data to demonstrate past actions (X% have purchased a similar product), future projections (X% said they would purchase the product), and/or implications (X% use a product/service which your product enhances).
* **Explain what drives their decisions.** For example, is price more important than quality?
* **Detail the decision-making process.** For example, will the customer seek multiple bids? Will the customer consult others in their organization before making a decision?

## Market Size & Potential

currentEnvironment

Goal of the industry analysis section: Prove that there is a real market for your product or service.

Demonstrate the need – rather than the desire – for your product. Ideally, people are willing to pay money to satisfy this need.

Cite credible sources when describing the size and growth of your market.

* **Use independent research.** If possible, source research through an independent research firm to enhance your credibility. For general market sizes and trends, we suggest citing at least two independent research firms.
* **Focus on the “relevant” market size.** For example, if you sell a portable biofeedback stress relief device, your relevant market is not the entire health care market. In determining the relevant market size, focus on the products or services that you will directly compete against. It’s not just a research report – each fact, figure, and projection should support your company’s prospects for success.
* **Don’t ignore negative trends.** Be sure to explain how your company would overcome potential negative trends. Such analysis will relieve investor concern and enhance the plan’s credibility.
* **Be prepared for due diligence.** It’s critical that the data you present is verifiable, since any serious investor will conduct extensive due diligence.

## Competitive Landscape

Goal of the competitive analysis section: Define the competition and demonstrate your competitive advantage.

* **List competitors.** Many companies make the mistake of conveying that they have few or no real competitors. From an investor’s standpoint, a competitor is something that fulfills the same need as your product. If you claim you have no competitors, you are seriously undermining the credibility of your plan.
* **Include direct and indirect competitors.** Direct competitors serve the same target market with similar products. Indirect competitors serve the same target market with different products, or different target markets with similar products.
* **List public companies (when relevant, of course).** A public company implies that the market size is big. This gives the assurance that if management executes well, the company has substantial profit and liquidity potential.
* **Don’t just list competitors.** Carefully describe their strengths and weaknesses, as well as the key drivers of competitive differentiation in the marketplace. And when describing competitors’ weaknesses, be sure to use objective information (e.g. market research).
* **Demonstrate barriers to entry.** In describing the competitive landscape, show how your business model creates competitive advantages, and – more importantly – defensible barriers to entry.

# Operations

**Summary.** Ipsum Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Business Model

## Staffing Requirements

## Operational Requirements

# Strategic Evaluation

## Distinctive Competitive Advantages

## Strategic Relationships

## Risk Analysis & Mitigation

## SWOT Analysis

# Marketing Strategy

**Summary.** Ipsum Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Goals

Goal of the marketing plan: Describe how your company will penetrate the market, deliver products/services, and retain customers.

**Focus on the 4 P’s.** They are: Products, Promotions, Price, and Place.

* **Products.** Detail all current and future products and services – but focus primarily on the short-to-intermediate time horizon.
* **Promotions.** Explain exactly which marketing/advertising strategies will be used and why.
* **Price.** Be sure to provide a clear rationale for your pricing strategy.
* **Place.** Explain exactly how your products/services will be delivered to your customers.

**Detail your customer retention plan.** Explain how you will retain your customers, whether through customer relationship management (CRM) applications, building network externalities, introducing ongoing value-added services, or other means.

**Define your partnerships.** From an investor’s perspective, what partnership you have with whom is not nearly as important as the specific terms of the partnership. Be sure to document the specifics of the partnerships (e.g. how it will work, the financial terms, the types of customer leads expected from each partner, etc.).

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# Financials

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Goal of the financial plan: Explain how your business will generate returns for your investors.

* **Detail all revenue streams.** Be sure to include all revenue streams. Depending on the type of business, these may include sales of products/services, referral revenues, advertising sales, licensing/royalty fees, and/or data sales.
* **Be consistent with your pro-forma statements.** Pro-forma statements are projected financial statements. It is critical that these projections reflect the other sections of your business plan.
* **Validate your assumptions and projections.** The financial plan must detail your key assumptions, and it is critical that these assumptions are feasible. Be sure to use competitive research to validate your projections and assumptions versus the reality in your market place. Assessing and basing financial projections on those of similar firms will greatly validate the realism and maturity of the financial projections.
* **Detail the uses of funds.** Understandably, investors want to know what, specifically, you plan to do with their money. Uses of funds could include expenses involved with marketing, staffing, technology development, office space, among other uses.
* **Provide a clear exit strategy.** All investors are motivated by a clear picture of your exit strategy, or the timing and method through which they can “cash in” on their investment. Be sure to provide comparable examples of firms who have successfully exited. The most common exits are IPOs or acquisitions. And while the exact method is not always crucial, the investor wants to see this planning in order to better understand the management team’s motivation and commitment to building long-term value.

## Important Assumptions

The financial plan based on important assumptions, detailed in the following statements:

* Due to the initial limited production in comparison to the market size, Company assumes that even a slow-growth economy, will not affect our plan for the next five years.
* Company forecasts that there would be no unforeseen changes in technology to make our products obsolete. Pallet buyers are looking for cost effective solutions for replacing the high cost of purchasing, repairing, and discarding wooden pallets and RST-PAL pallets offer the solution by providing a longer lasting more durable pallet.
* Cash flow is not expected to be a problem, with most pallets being paid for on delivery. There will be exceptions for specific customers, as an example, the U.S. Government, based on the quantity of pallets that are ordered, but generally, payments for pallets will be paid in full upon delivery.
* Company’s growth is based on internal financial resources. Company will budget 50% for growth and 50% from the profits as dividends after taxes (from year two forward and as long as it does not affect the planned growth of the company).
* The source of raw material (scrap tires) is virtually endless as long as cars continue to roll on tires. Presently, 250 million tires are added each year to scrap tire stockpiles all over the country.
* Company assumes a short holding of inventory beyond the curing time of the pallets and transportation arrangements.
* Company assumes a 5% annual raise in our selling price, which is comparable to the wooden pallet industry and fluctuating lumber costs.
* Company assumes no raise in our material costs, because the quantities we purchase will increase, and Company anticipates discounts to offset any increased costs.
* Company assumes an average sales price per pallet in the first year of production to be $18.50, which is significantly less costly than hardwood pallets whose entire cost includes purchase, repair, maintenance, and discard/disposal.

## Break-even Analysis

## Long-term Plan

## Projected Balance Sheet

## Projected Cash Flow

## Disclaimer

The financial projections that appear in this Business Plan are estimated revenues, expenses, and cash flow, which are based on research and the assumptions discussed throughout this Business Plan. They represent the best of management’s knowledge and belief. The Company’s expected revenues, expenses, and cash flow for the projected periods are subject to the Company’s ability to develop sales and production levels at the price and costs estimated by management. Accordingly, these projections reflect management’s estimates as of date of publication, and its expected course of action if such sales and production levels are attained at the price and costs anticipated.

These projected financial statements are for the purpose of providing updated information to existing and new investors. These projected financial statements should not be considered to be a presentation to forecast future results. Accordingly, these projections may not be useful for other purposes.

The assumptions disclosed herein are those that management believes are significant to the projections. Furthermore, even if the sales and production levels as well as the projected price and costs are attained, there will usually be differences between projected and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.