



Business Plan: A few basics

- Why: Putting numbers and logic to a dream
- Who write it: Founder
- Who needs it: all Others
- When does it come when you start

Why such a detailed business plan

- Onset partners found that 91% of their portfolio companies that followed their business plan failed.

(Spinelli, pp 129)

- But the investor want a business plan

Business Plan: a format

(Spinelli, pp 250)

EXHIBIT 8.2

Business Plan Table of Contents

I. EXECUTIVE SUMMARY	VII. MANUFACTURING AND OPERATIONS PLAN
Description of the Business Concept and the Business Opportunity and Strategy.	Operating Cycle.
Target Market and Projections.	Geographical Location.
Competitive Advantages.	Facilities and Improvements.
The Team.	Strategy and Plans.
The Offering.	Regulatory and Legal Issues.
II. THE INDUSTRY AND THE COMPANY AND ITS PRODUCT(S) OR SERVICE(S)	VIII. MANAGEMENT TEAM
The Industry.	Organization.
The Company and the Concept.	Key Management Personnel.
The Product(s) or Service(s).	Management Compensation and Ownership.
Entry and Growth Strategy.	Other Investors.
III. MARKET RESEARCH AND ANALYSIS	Employment and Other Agreements and Stock Option and Bonus Plans.
Customers.	Board of Directors.
Market Size and Trends.	Other Shareholders, Rights, and Restrictions.
Competition and Competitive Edges.	Supporting Professional Advisors and Services.
Estimated Market Share and Sales.	IX. SUSTAINABILITY AND IMPACT
Ongoing Market Evaluation.	Issues of Sustainability of the Venture.
IV. THE ECONOMICS OF THE BUSINESS	Impact on the Environment.
Gross and Operating Margins.	Impact on the Community and Nation.
Profit Potential and Durability.	X. OVERALL SCHEDULE
Fixed, Variable, and Semivariable Costs.	XI. CRITICAL RISKS, PROBLEMS, AND ASSUMPTIONS
Months to Breakeven.	XII. THE FINANCIAL PLAN
Months to Reach Positive Cash Flow.	Actual Income Statements and Balance Sheets.
V. MARKETING PLAN	Pro Forma Income Statements.
Overall Marketing Strategy.	Pro Forma Balance Sheets.
Pricing.	Pro Forma Cash Flow Analysis.
Sales Tactics.	Break-Even Chart and Calculation.
Service and Warranty Policies.	Cost Control.
Advertising and Promotion.	Highlights.
Distribution.	XIII. PROPOSED COMPANY OFFERING
VI. DESIGN AND DEVELOPMENT PLANS	Desired Financing.
Development Status and Tasks.	Offering.
Difficulties and Risks.	Capitalization.
Product Improvement and New Products.	Use of Funds.
Costs.	Investor's Return.
Proprietary Issues.	XIV. APPENDIXES

Introduction of the Startup



- Startup Name:
- Founders:
- Registered (Month, Year):
- Incubated at:
- DPIIT Registration:
- Broad area: Healthcare/IT/Agri/Finance/E-mobility/Defense/smart cities etc.

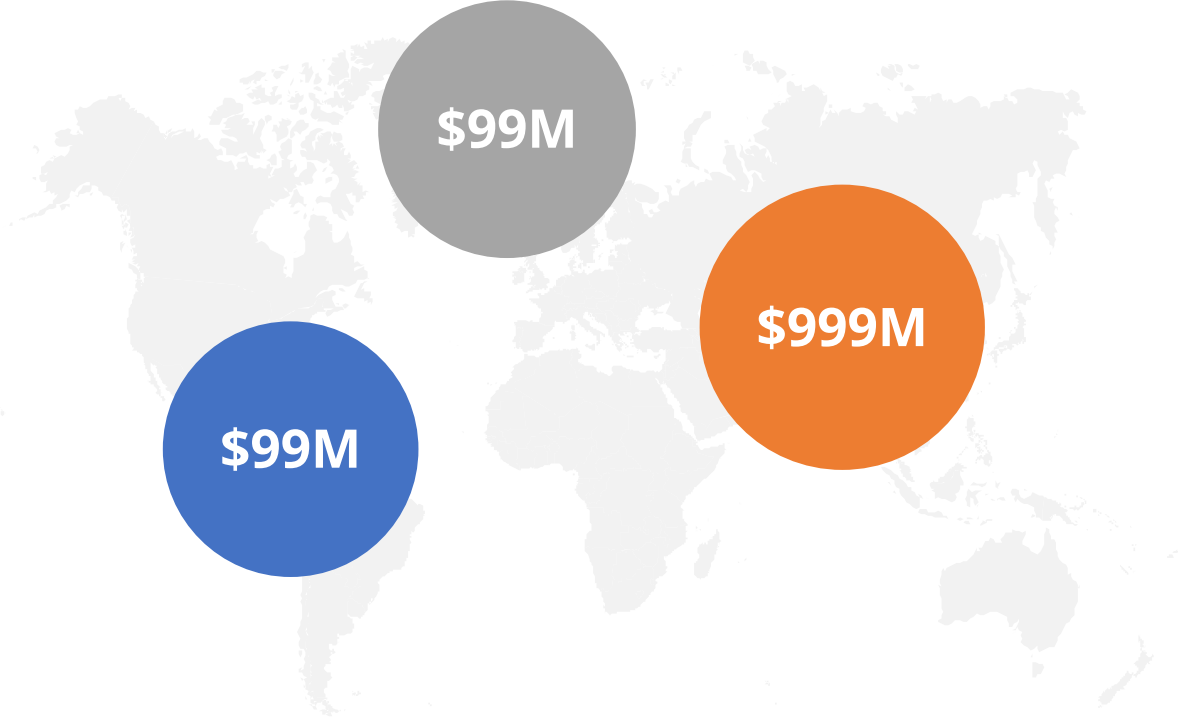
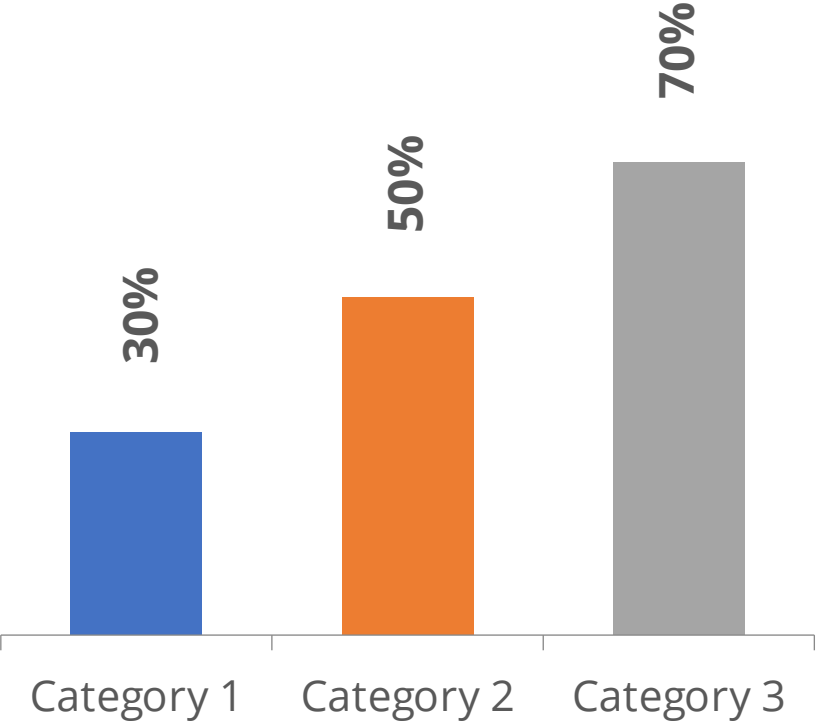
The Problem statement (Summarize based on this problem statement canvas)

CONTEXT When does the problem occur? [Type here]	PROBLEM What is the root cause of the problem? [Type here]	ALTERNATIVES What do customers do now to fix the problem? [Type here]
CUSTOMERS Who has the problem most often? [Type here]	EMOTIONAL IMPACT How does the customer feel? [Type here] QUANTIFIABLE IMPACT What is the measurable impact? (include units) [Type here]	ALTERNATIVE SHORTCOMINGS What are the disadvantages of the alternatives? [Type here]

The Market size and your targeted market share (graphics only for reference, you may change)

Placeholder Text

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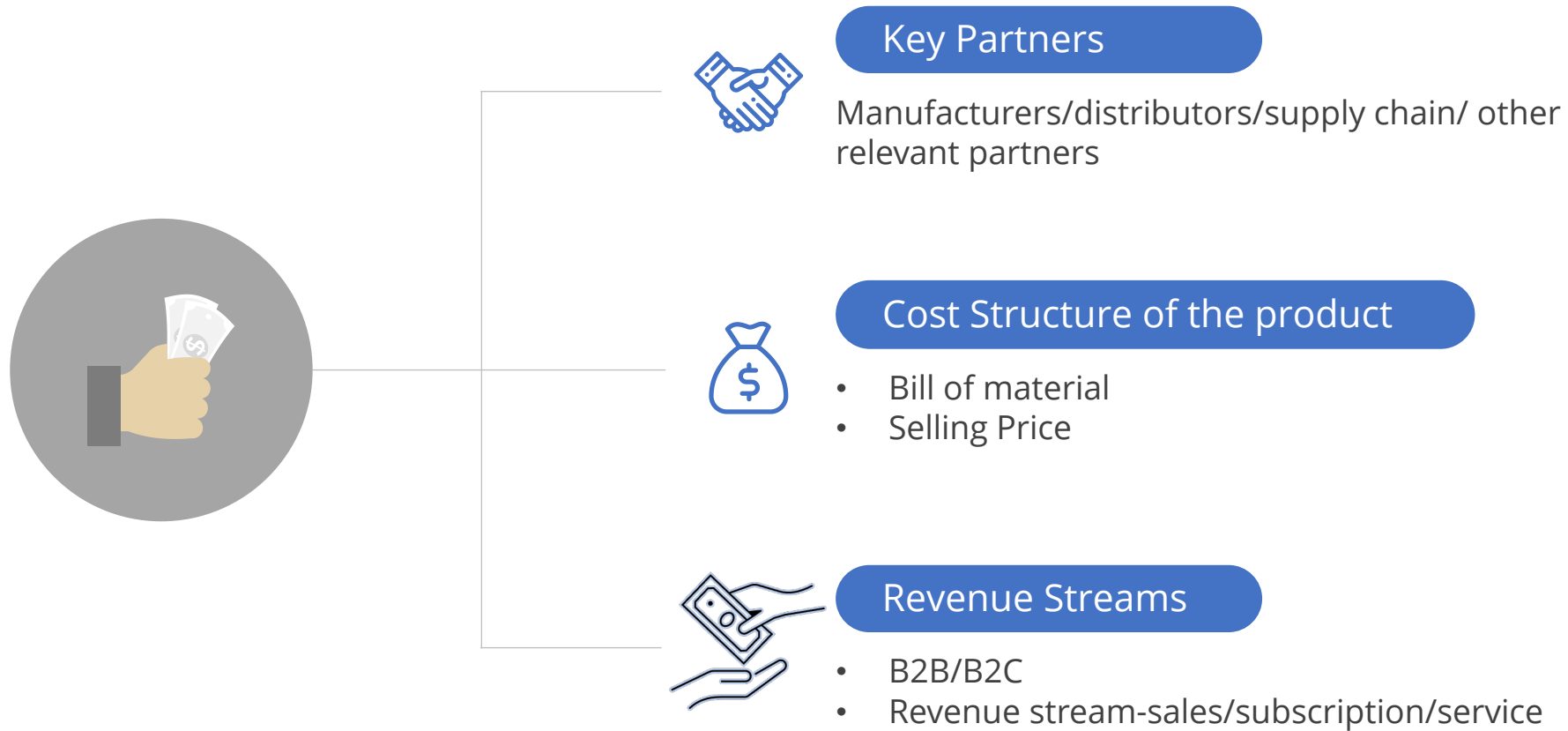
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The Proposed Solution (With Brief Tech description)

USP of the solution

- Novelty
- Intellectual property
- Competitive landscape (Local and global competitors and comparison of your solution with theirs)
- Key advantages of product/solution- Better solution offered, Import substitute, Cost effective, Ease of Reach or access, ease of use, any other..

Business Model (graphics just for ref.)



Team (Highlight strengths of team members and key role in the startup)

Technology



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Business



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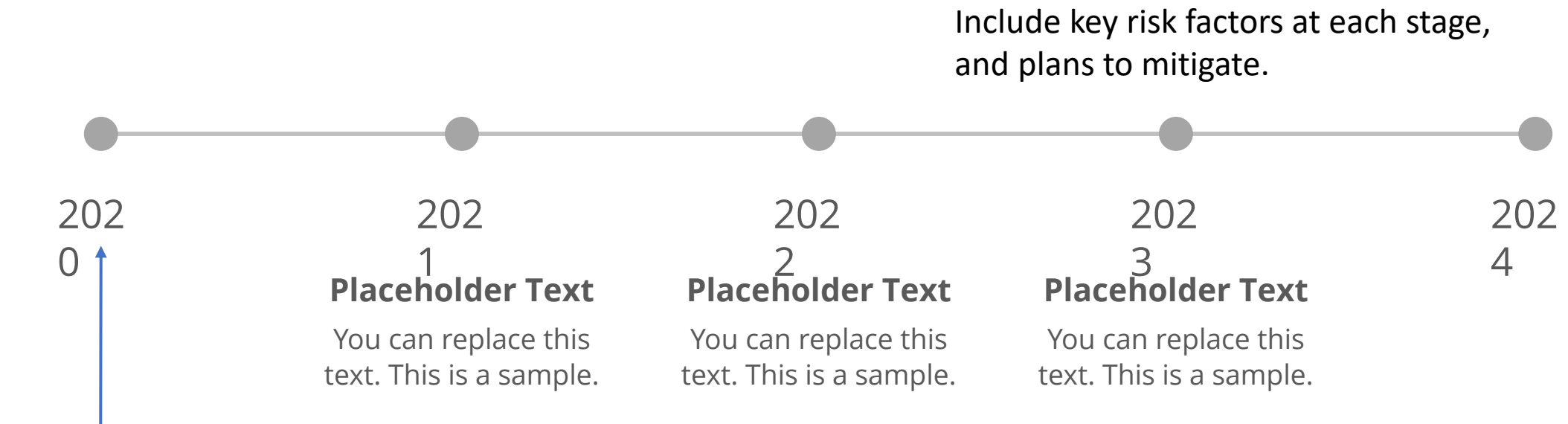
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Financial Table (Actuals for past and projections for future)

	2019	2020	2021	2022	2023
This is a sample	9,999	9,999	9,999	9,999	9,999
This is a sample	99	99	99	99	99
This is a sample	999	999	999	999	999
This is a sample	999,999	999,999	999,999	999,999	999,999
This is a sample	999,999	999,999	999,999	999,999	999,999

This is a sample	9,999	9,999	9,999	9,999	9,999
This is a sample	99	99	99	99	99
This is a sample	999	999	999	999	999
This is a sample	999,999	999,999	999,999	999,999	999,999
Total	999,999	9,999	999,999	999,999	99,999

Roadmap and milestones (include all points, graphics may be changed)



(Mention)

- Current Product Status and any funds raised:
 - Development stage, Ready to manufacture, Ready to deploy (if yes, specify timelines to deployment in weeks) or already deployed
 - Current capacity: in terms of manufacturing, deployment, customer segment
- Current clients/user(s)