**Communicate what you need to communicate!**

SWOT Analysis

Porters 5 Forces

Marketing Plan (2-3 pages)

VP is communicated via channels to CS. VP -> CH -> CS

Provide an overview of the company and what it does

Talk about marketing strategy

Overview of market opportunity

Target market (micro)

How are you going to get to them?

Are there key partnerships you have in place that will help you reach them?

Am I growing too quickly? How can you scale up the staff and handle the company correctly?

Why is it your target market?

What do you have to prove you need to target these individuals?

Specifics around your plan

These types of marketing

Specific campaign ideas

Offline

Out of all the offline possibilities we have we will focus on two, print(flyers) and magazines.

Online

FB and local websites

He will come out with $10,000 showing how he’s going to do it. On FB he’ll spend $2000. He picked that number because of XYZ. Local websites $1k for XYZ. Magazines for $5k and the flyers for $2k. The first run may be $800, for the each month thereafter then I’ll do $x. If you can’t track the effectiveness of a campaign its not effective.

Trey will come up with 12-15 campaign ideas, out of 15, 13 of them are free.

Trackable yet free

e.g. go to SMU, get 3 interns, have them send personal emails and research to get customers.

If you can have someone bring 25 kids, the kid that referred the 25 others would get free food for a month

You can be innovative and creative in the ways you’re doing this

You may have pledges in a fraternity and do something.

Our customer is “susan” she is “this” (empathy map example)

From there you can show how your campaign will work in getting susan, and others like this, to buy the product

For the presentation

“We ill be utilizing offline and online, flyers, magazines, fb, and local websites. All of this will help us with word of mouth, spending $15,000 and this is why we are doing that”

Executive Summary

Team

Capital Needs

Capital Uses

Key Partnerships, activities

How much money do you need to run your business?

Building costs, salaries

e.g. if you give me $100k, I’ll use 50 for salaries, 10 for marketing,20 for equipment, 10 for R&D, and 10 for contingency (misc. in pro-forma)

Business Model Canvas

When doing SWOT analysis and 5 forces, think through how your VP relates to the questions that the SWOT analysis and 5 forces.

“We are only provider of this”

“We are able to live on a lower salary”

Weaknesses

Lack of access to capital

Lack of experience