Requirements for project:

Executive Summary (High Level!)

Need or problem you’re trying to solve

Mission Statement – Same as VP. One sentence pitch, what and how

Competitive Analysis

Talk about key competitors

Market forces

Summarize SWOT & Porters 5 Forces

Revenue Forecasts (Proforma [Revenue & Costs])

Marketing Plan

Differentiators

Product/Service

Explain cloud computing to the simplest level possible

Sales Strategy

Through people, marketing, key parnterships, etc

SWOT Analysis

Marketing Plan

Business Model Canvas

Presentation – 12~15 slides long

Do it conversationally

“There are four components in a SWOT analysis, strengths, weakesness, etc, s&w focus on internal, o&t focus on external. Strengths that realized now are XYZ, strengths that we could realize in the near future is ABC, etc.

Example:

Marketing slide:

Marketing

1. Online
2. Offline
3. Mobile

What’s important in a marketing plan?

Channels – it will tell you how to reach your CS

You have to know your CS

You have to know your VP

Therefore you can communicate your VP to your CS

What channels, how you’re reaching them, partnerships, what and why are you going to be doing XYZ, etc

Then explain each throughout the presentation!

**KNOW THE DAMN ASSUMPTIONS!**

Difference between executive summary and business plan is that the executive summary just summarizes. You wouldn’t go thru porters 5 forces or SWOT analysis but you’ll talk about key competitors, market forces,

What is the difference between marketing plan in business summary vs executive summary?

Executive summary: We are going to reach our customer segment/ target market in 3 different ways, through offline print media thru flyers across campus, online advertising on facebook , and thru mobile thru their cell phone. $5000 online, $3000 offline(flyers, tv, etc), and $2000 on mobile

Business Plan: We are going to reach our audience through 3 different ways. First is our brochure, here’s what it is going to look like, we’ll place it on campus over 6 months, first 200, then 500, then 1000. We’ll hit four main schools, SMU, HP HS, HP MS, distributing them these ways. We’ll hand them out in this format, we’ll judge our effectiveness in X, Y, and Z. We’ll spend $10,000 on online advertising, $572 on advertising thru facebook, $250 through HP HS, we’ll buy $2,000 in ads on HP TV channel.