1. Notes
   1. Executive Summary
      1. 5-8 Pages
      2. Overview of need trying to fill / problem you’re trying to solve
         1. Target market
         2. Who is your customer?
         3. Why are they your customer?
         4. Are they the right customer? What data supports this?
      3. Marketing plan
         1. How are we going to do this?
         2. E.g. bait and switch
      4. ***Statistics / Supporting evidence***
         1. Actual, factual data that shows…
         2. Quantitative and qualitative
         3. Surveys, focus groups, etc
      5. Competitive analysis
      6. Financials (Appendix)
         1. 3 Years Financials
         2. Typically income statement
         3. **Income statement = proforma**
         4. Revenues – Costs = +/-
      7. What you’re trying to communicate
         1. Idea/problem you’re solving
         2. Market opportunity
         3. Are we going to make money or not?
            1. If so, how much?
         4. How am I different?
      8. Team
         1. Management, Board of Directors, and/or advisors
         2. Make the management / bod / advisors diverse, industry leaders are imperative to get massive investments young while still in college.
   2. Business Plan (Canvas)
      1. 50 Pages Long
      2. 10+ Sections
      3. Full In Depth Detail of your…
         1. marketing plan, sales and product strategy, research, pricing model, core competency,
      4. Cover Page
      5. Table of Contents (TOC)
      6. Mission Statement
      7. Overview of the idea
      8. Statistics and research / cold hard evidence
         1. Provide lots of qualitative / quantitative data.
      9. Competitive analysis
         1. SWOT
         2. Porter’s 5 forces
   3. Real life/world vs concept?
      1. OSIF = Miscellaneous (Oh Shoot I forgot) = Add 10% in your costs
      2. Real Life
         1. Feasibility analysis
            1. Do people need/want this product?
            2. Target Market
            3. Competitors in the market
         2. Porter’s 5 Forces
         3. SWOT
         4. ***Assumptions*** are very important
            1. Assumptions have to be realistic
            2. There’s a difference between saying…

80% of the kids will sign up

80% of the kids will sign up, we’ve already started working on the iPhone application and we already have this data that proves that we *can* get 80% participation rate.

* + 1. Concept
       1. 50 Page Plan
       2. 5 year financials
          1. Balance sheet
          2. Income statement
          3. Cash flow analysis
          4. Etc
       3. Always have this information, but you don’t usually turn this into an investor.

1. Competitive Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company | Bandwidth included | Unmanaged | Feature C | Feature D |
| VPS.net | Yes | X | X |  |
| Rackspace | No | X |  | X |
| FiveSlice | Yes | X | X | X |