



**GUIDELINE BY**

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# Business Plan and Idea Presentation

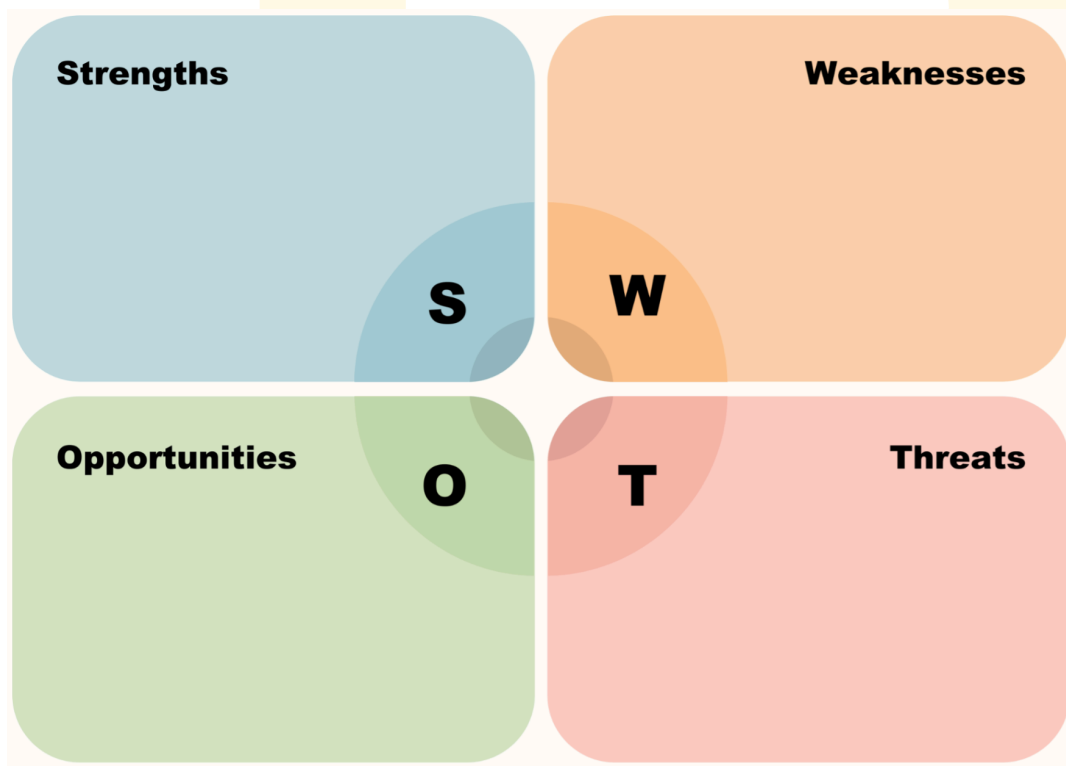
# Transforming Idea to Plan on Paper

## Idea Generation

**Brainstorming:** This is a method to generate a large number of ideas in a short period. Tools like Miro or MindMeister can facilitate virtual brainstorming sessions.

**SWOT Analysis:** Assess the internal and external factors affecting the idea using SWOT analysis. A SWOT matrix can help visualize these factors.

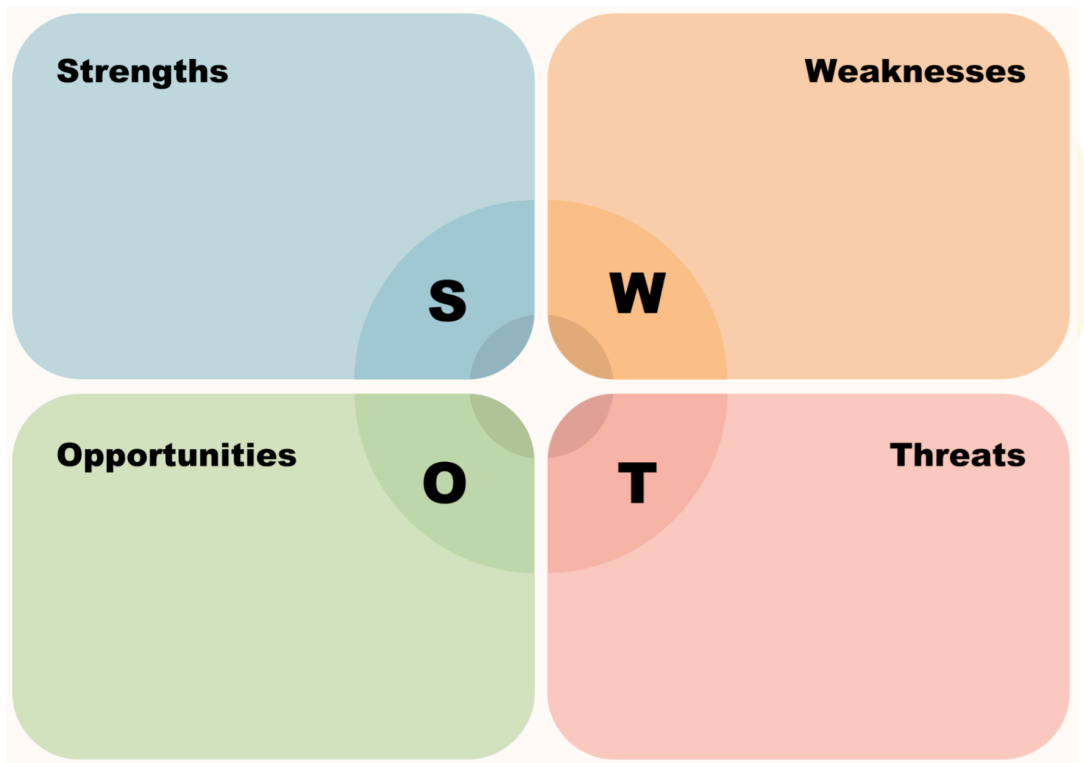
- **Strengths:** Internal attributes that are helpful to achieving the objective.
- **Weaknesses:** Internal attributes that are harmful to achieving the objective.
- **Opportunities:** External conditions that are helpful to achieving the objective.
- **Threats:** External conditions that could do damage to the objective.



SWOT Analysis

## Market Research

- **Identifying Target Audience:** Use demographic, psychographic, and behavioral analysis to define the target audience. Tools like Google Analytics and SurveyMonkey can aid in gathering and analyzing data.
- **Competitor Analysis:** Identify competitors and analyze their strengths and weaknesses using tools like SWOT analysis, Porter's Five Forces, or a competitor matrix.
- **Industry Trends:** Use reports from sources like Statista, Nielsen, or industry publications to understand market trends and opportunities.



SWOT Analysis

Our Business	Product Quality	Product Fidelity	After Sales Service	Customer Service	Price	Shipping Speed
Competitor 1						
Competitor 2						
Competitor 3						
Competitor 4						
Competitor 5						
Competitor 6						



## Defining the Business Model

- **Value Proposition:** Use the Value Proposition Canvas to detail what makes the product or service unique and how it benefits customers.
- **Revenue Model:** Different models include subscription, freemium, direct sales, advertising, etc. Choose based on what fits best with your business idea.
- **Cost Structure:** Identify fixed and variable costs associated with running the business. Tools like QuickBooks can help manage and track costs.

## Creating the Business Plan Document

- **Executive Summary:** Summarize the key points of the business plan, ideally one page long.
- **Business Description:** Provide a detailed description of the business, including the mission statement, business objectives, and the market need it addresses.
- **Market Analysis:** Present data from market research, including target market, market size, growth projections, and competitive landscape.
- **Organization and Management:** Outline the business structure and provide bios of key team members.
- **Marketing and Sales Strategy:** Detail how the business will attract and retain customers, including channels, strategies, and marketing activities.
- **Product Line or Services:** Describe the products or services, their benefits, and how they meet customer needs.
- **Funding Request:** If seeking investment, detail the funding required, how it will be used, and the proposed return for investors.
- **Financial Projections:** Include revenue forecasts, profit and loss statements, and cash flow projections. Tools like Excel or specialized software like PlanGuru can be used for financial modeling.
- **Appendix:** Include any additional information such as resumes, legal documents, product photos, or research data.

## Various Reports for Validation of Business

### Feasibility Report

- **Technical Feasibility:** Evaluate whether the technology required to implement the idea is available and practical. Tools like Lucidchart can help map out technical processes.
- **Economic Feasibility:** Assess the financial viability of the idea. Use financial models to estimate costs and revenues.
- **Legal Feasibility:** Ensure the idea complies with legal requirements. Consulting with legal experts or using services like LegalZoom can be beneficial.

### Market Research Report

- **Primary Research:** Conduct surveys, interviews, and focus groups. Tools like SurveyMonkey, Google Forms, or Zoom can facilitate this process.
- **Secondary Research:** Use existing data from industry reports, market studies, and academic papers. Resources like Statista, IBISWorld, and Google Scholar are useful.

### Business Model Validation

- **Lean Startup Methodology:** Build a minimum viable product (MVP) and use customer feedback to iterate. Tools like LeanStack and the Business Model Canvas can help structure this process.
- **Pilot Testing:** Test the product in a limited market to gather data and refine the product before a full launch.

### Financial Validation

- **Break-Even Analysis:** Determine when the business will start making a profit by analyzing costs and revenues. Excel or financial software like QuickBooks can assist with this analysis.
- **Cost-Benefit Analysis:** Compare the costs and benefits to determine the viability of the business. Tools like Microsoft Excel can be used to create detailed cost-benefit analysis spreadsheets.

# Presenting and Pitching Idea

## Preparing the Pitch Deck

### Slide 1: Title Slide

- Company Name & Logo
- Tagline or Short Description
- Your Name & Title
- Date

### Slide 2: Problem Statement

- **Definition:** Clearly define the problem your business aims to solve.
- **Example:** Use a real-world example or statistic to illustrate the problem.
- **Why It Matters:** Explain why this problem is significant and worth solving.

### Slide 3: Solution

- **Your Product/Service:** Briefly introduce your product or service.
- **How It Solves the Problem:** Explain how your solution addresses the problem.
- **Unique Value Proposition:** What makes your solution better than others in the market?

### Slide 4: Market Opportunity

- **Market Size:** Provide data on the total addressable market (TAM), serviceable addressable market (SAM), and serviceable obtainable market (SOM).
- **Growth Potential:** Highlight the market's growth rate or trends.
- **Target Audience:** Define your target market segments.

### Slide 5: Product/Service Overview

- **Features & Benefits:** Showcase key features and how they benefit users.
- **Demo or Mockup:** Include screenshots, a video demo, or product images.

- **Customer Experience:** Briefly describe how customers will interact with your product/service.

## Slide 6: Business Model

- **Revenue Streams:** Describe how your business will generate revenue (e.g., subscriptions, direct sales, freemium, etc.).
- **Pricing Strategy:** Outline your pricing model and why it's competitive.
- **Cost Structure:** Mention key costs associated with delivering your product or service.

## Slide 7: Traction

- **Milestones Achieved:** Highlight key milestones or progress (e.g., product development, customer acquisition, partnerships).
- **Metrics:** Share key metrics such as revenue, customer growth, or user engagement.
- **Customer Testimonials or Case Studies:** If applicable, include brief testimonials or results from early adopters.

## Slide 8: Marketing & Sales Strategy

- **Go-to-Market Strategy:** Explain how you plan to reach and acquire customers.
- **Channels:** Outline the marketing and sales channels you will use (e.g., digital marketing, partnerships, direct sales).
- **Customer Retention:** Describe strategies for keeping customers engaged and reducing churn.

## Slide 9: Competitor Analysis

- **Competitors:** Identify your main competitors.
- **Competitive Advantage:** Highlight your strengths compared to competitors using a table or graph.
- **Barriers to Entry:** Explain any barriers that prevent others from easily entering your market.

## Slide 10: Financial Projections

- **Revenue Forecast:** Provide projected revenue for the next 3-5 years.



- **Profit & Loss:** Include a high-level overview of expected expenses and profits.
- **Key Assumptions:** Mention any key assumptions underlying your financial projections.

### Slide 11: Funding Ask

- **Investment Needed:** Clearly state how much funding you are seeking.
- **Use of Funds:** Break down how the funds will be allocated (e.g., product development, marketing, hiring).
- **Proposed Return:** Outline potential returns for investors (e.g., equity percentage).

### Slide 12: Team

- **Founders & Key Team Members:** Introduce the core team with brief bios highlighting relevant experience and expertise.
- **Advisors or Mentors:** Mention any notable advisors or mentors supporting your business.
- **Why This Team:** Explain why your team is uniquely positioned to succeed.

### Slide 13: Roadmap

- **Milestones:** Outline key milestones or goals for the next 12-24 months.
- **Timeline:** Provide a timeline for product development, market expansion, and revenue targets.
- **Vision for the Future:** Briefly share your long-term vision for the company.

### Slide 14: Closing & Call to Action

- **Summary:** Recap the key points of your pitch (problem, solution, market opportunity, ask).
- **Call to Action:** Clearly state the next steps you want the audience to take (e.g., schedule a follow-up meeting).
- **Contact Information:** Provide your contact details and invite further questions.

### Slide 15: Thank You & Q&A

- **Thank You:** Express gratitude for the audience's time and attention.
- **Open Floor:** Invite questions and engage with the audience.

## Additional Tips:

- **Keep It Concise:** Aim for 10-15 slides. Avoid overloading slides with text; use visuals and bullet points.
- **Tell a Story:** Weave a narrative that guides the audience through your business journey.
- **Be Visual:** Use high-quality images, charts, and infographics to make your points visually appealing.
- **Practice:** Rehearse your pitch to ensure smooth delivery and time management.

## Effective Presentation Techniques

- **Storytelling:** Use storytelling to make the presentation engaging. Tools like Prezi can help create dynamic and engaging presentations.
- **Visual Aids:** Use charts, graphs, and images to support your points. Canva and PowerPoint are useful tools for creating visual aids.
- **Practice and Rehearsal:** Practice delivering the pitch multiple times to ensure a smooth delivery. Record yourself or present to a small audience for feedback.

## Handling Questions and Feedback

- **Anticipating Questions:** Prepare for potential questions by thinking from an investor's perspective.
- **Receiving Feedback:** Be open to feedback and use it to improve your pitch.
- **Responding Confidently:** Practice answering questions confidently and succinctly. Tools like Flashcard apps can help with preparation.

## Examples of Indian Entrepreneurs and Startups

### Transforming Idea to Plan on Paper

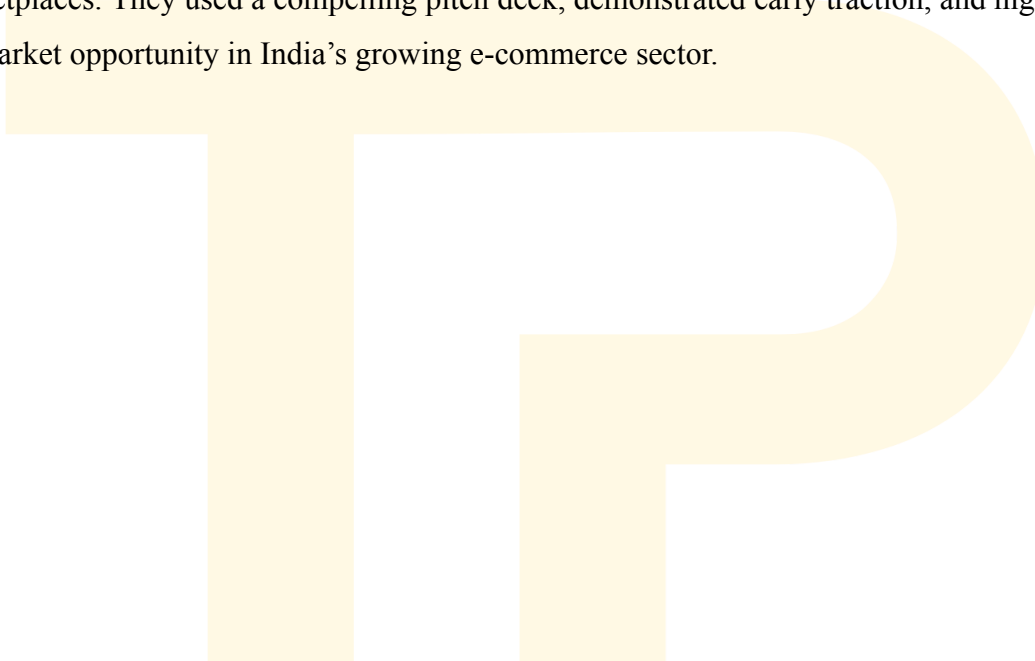
- **Ola Cabs:** Bhavish Aggarwal transformed the idea of a ride-hailing service into a successful business plan by identifying the need for affordable and convenient transportation in India. He used market research to understand the demand and built a strong business model around it.

## Various Reports for Validation of Business

- **Zomato:** Deepinder Goyal and Pankaj Chaddah used extensive market research to validate the need for an online restaurant discovery and food delivery service. They conducted surveys and analyzed industry reports to understand customer preferences and market potential.

## Presenting and Pitching Idea

- **Flipkart:** Sachin Bansal and Binny Bansal effectively pitched their e-commerce platform to investors, securing the necessary funding to grow Flipkart into one of India's largest online marketplaces. They used a compelling pitch deck, demonstrated early traction, and highlighted the market opportunity in India's growing e-commerce sector.



# Quick Study Pointers

## Transforming Idea to Plan on Paper

### Idea Generation

- **Brainstorming:** Generate numerous ideas using creative techniques. (Tools: Miro, MindMeister)
- **SWOT Analysis:** Assess strengths, weaknesses, opportunities, and threats of the idea. (Tool: SWOT Matrix)

### Market Research

- **Identifying Target Audience:** Define the target market using demographic and psychographic analysis. (Tools: Google Analytics, SurveyMonkey)
- **Competitor Analysis:** Analyze competitors' strengths and weaknesses. (Tools: SWOT Analysis, Porter's Five Forces)
- **Industry Trends:** Analyze market trends and opportunities. (Sources: Statista, Nielsen)

### Defining the Business Model

- **Value Proposition:** Define what makes the product/service unique. (Tool: Value Proposition Canvas)
- **Revenue Model:** Determine how the business will generate revenue (e.g., subscription, sales).
- **Cost Structure:** Identify and manage key business costs. (Tools: QuickBooks)

### Creating the Business Plan Document

- **Executive Summary:** Brief overview of the business plan.
- **Business Description:** Detailed information about the business and objectives.
- **Market Analysis:** Insights from market research and competitor analysis.
- **Organization and Management:** Business structure and key team members.
- **Marketing and Sales Strategy:** Plans for customer acquisition and retention.
- **Product Line or Services:** Description of offerings and their benefits.
- **Funding Request:** Details about funding needs and usage.

- **Financial Projections:** Revenue forecasts, profit and loss statements. (Tools: Excel, PlanGuru)
- **Appendix:** Additional information (e.g., resumes, legal documents).

## Various Reports for Validation of Business

### Feasibility Report

- **Technical Feasibility:** Assess technology requirements. (Tools: Lucidchart)
- **Economic Feasibility:** Evaluate financial viability.
- **Legal Feasibility:** Ensure compliance with legal requirements. (Consulting: LegalZoom)

### Market Research Report

- **Primary Research:** Gather data through surveys, interviews. (Tools: SurveyMonkey, Google Forms)
- **Secondary Research:** Analyze existing data from reports and studies. (Sources: Statista, IBISWorld)

### Business Model Validation

- **Lean Startup Methodology:** Build MVP and iterate based on feedback. (Tools: LeanStack, Business Model Canvas)
- **Pilot Testing:** Test in a small market segment to refine the product.

### Financial Validation

- **Break-Even Analysis:** Determine when the business becomes profitable. (Tools: Excel)
- **Cost-Benefit Analysis:** Compare costs and benefits. (Tools: Microsoft Excel)

## Presenting and Pitching Idea

### Preparing the Pitch Deck

- **Introduction:** Overview of the business idea.
- **Problem Statement:** Define the problem the business solves.
- **Solution:** Explain how the business addresses the problem.
- **Market Opportunity:** Provide market size and growth data.

- **Business Model:** Describe revenue generation methods.
- **Traction:** Evidence of demand or early success.
- **Marketing and Sales Strategy:** Customer acquisition and retention plans.
- **Team:** Key team members and their roles.
- **Financial Projections:** Revenue forecasts and funding needs.
- **Closing:** Summary and call to action. (Tools: Canva, PowerPoint)

### Effective Presentation Techniques

- **Storytelling:** Craft a compelling narrative. (Tool: Prezi)
- **Visual Aids:** Use visuals to support the pitch. (Tools: Canva, PowerPoint)
- **Practice and Rehearsal:** Practice the pitch for smooth delivery. (Tools: Flashcard apps)

### Handling Questions and Feedback

- **Anticipating Questions:** Prepare answers for potential questions.
- **Receiving Feedback:** Use feedback to improve the pitch.
- **Responding Confidently:** Answer questions clearly and confidently.

### Examples of Indian Entrepreneurs and Startups

- **Ola Cabs:** Used market research to develop a successful ride-hailing service.
- **Zomato:** Conducted extensive market research for its restaurant discovery and food delivery service.
- **Flipkart:** Presented a compelling pitch to secure funding and grow into a leading e-commerce platform.



“

If you don't build your dream, someone else will  
hire you to help them build theirs

—  
**Dhirubhai Ambani**  
(Founder of Reliance Industries)

—”

TP

**TIRTHAK PATEL**

**Work**

Customer Success & Operations Team Lead at doola

**Previously**

Leadeast, Webiflu, Devfolio, StriveMath, and Yess

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