



**GUIDELINE BY**

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# Business Plan and Idea Presentation

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## Introduction

- Importance of transforming an idea into a structured business plan.
- **Overview of the steps:** Idea Generation, Market Research, Business Model Definition, Business Plan Creation, Validation, and Presentation.
- **Examples:** Ola Cabs, Zomato, Flipkart.

## Idea Generation - Brainstorming

**Definition:** Brainstorming is a method to generate a large number of ideas in a short period, encouraging free thinking and creativity.

**Tools:** Miro, MindMeister.

**Example:** Bhavish Aggarwal brainstormed the idea for Ola Cabs by recognizing the need for affordable, reliable transportation in India.

# Market Research

## Identifying Target Audience

- **Definition:** Market research involves gathering, analyzing, and interpreting information about a market, including information about the target audience.
- **Methods:** Demographic (age, gender, income), psychographic (lifestyle, interests), and behavioral (purchase behavior) analysis.
- **Tools:** Google Analytics, SurveyMonkey, Google Forms/Sheets (basic)
- **Example:** Zomato used market research to understand urban millennials' dining preferences.



## Mind Twister

Imagine you are launching a new type of smartphone for students. What three key pieces of information would you want to gather about your target audience?

***Do your research and share the story!***



# Competitor Analysis

## Analyzing Competitors

- **Definition:** Competitor analysis is the process of identifying key competitors and evaluating their strategies to determine their strengths and weaknesses relative to your own business.
- **Tools:** SWOT, Porter's Five Forces, Competitor Matrix.
- **Example:** Zomato analyzed competitors like Swiggy and Foodpanda to identify gaps and strengths in the market.

## SWOT Analysis

**Definition:** SWOT Analysis is a strategic planning tool used to identify the internal strengths and weaknesses of an idea, and the external opportunities and threats.

- **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.

### **Strengths**

Tata Motors' strong brand presence

**S**

### **Weaknesses**

Tata Motors' high production costs

**W**

### **Opportunities**

The growing middle class in India

**O**

### **Threats**

Increased competition from global brands

**T**



### **Strengths**

Strong technology  
platform

**S**

### **Weaknesses**

Initial capital  
constraints

**W**

### **Opportunities**

Growing demand for  
ride-hailing

**O**

### **Threats**

Regulatory  
challenges

**T**

## Competitor Matrix

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						

High  
quality

Low  
price

Hige  
price

Low  
quality



# Porter's Five Forces Model



# Industry Trends

## Understanding Market Trends

- **Definition:** Industry trends analysis involves studying market conditions and growth patterns to identify potential opportunities and threats.
- **Sources:** Statista, Nielsen.
- **Example:** Flipkart used industry reports to capitalize on the e-commerce boom in India.



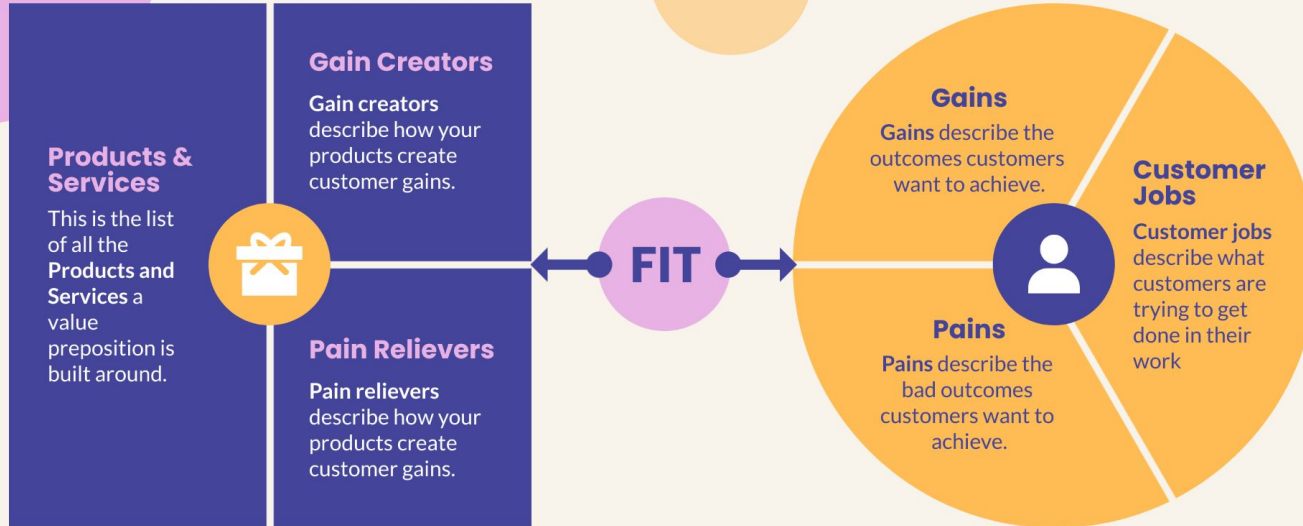
# Defining the Business Model

## Value Proposition

- **Definition:** A value proposition describes the unique value a product or service provides to its customers and explains why it is better than competitors' offerings.
- **Tool:** Value Proposition Canvas.
- **Example:** Flipkart's value proposition: Wide range of products, convenience, and reliable delivery.

# Value Proposition Canvas

## Value Proposition Canvas



# Revenue Model

## Different Models

- **Definition:** The revenue model defines how a business will earn income, generate profits, and produce a return on investment.
- **Examples:** Subscription, freemium, direct sales, advertising.
- **Example:** Flipkart evolved its revenue model from direct sales to include marketplace commissions.

# Cost Structure

## Identifying Costs

- **Definition:** The cost structure details the types and proportions of fixed and variable costs a business incurs.
- **Tools:** QuickBooks.
- **Example:** Ola Cabs analyzed costs like driver incentives and technology infrastructure.



# Creating the Business Plan Document

## Components of a Business Plan

- **Definition:** A business plan is a formal written document that outlines the goals of a business, the strategy for achieving them, and the timeframe for reaching those goals.
- **Components:** Executive Summary, Business Description, Market Analysis, Organization and Management, Marketing and Sales Strategy, Product Line or Services, Funding Request, Financial Projections, Appendix.
- **Example:** Zomato's business plan included a detailed market analysis and financial projections.



## TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	
COMPANY OVERVIEW .....	
PROBLEM & SOLUTION .....	
THE PROBLEM.....	
OUR SOLUTION .....	
TARGET MARKET.....	
MARKET SIZE & SEGMENTS .....	
COMPETITION.....	
CURRENT ALTERNATIVES TARGET BUYERS ARE USING .....	
OUR COMPETITIVE ADVANTAGES .....	
PRODUCT OR SERVICE OFFERINGS .....	
PRODUCT OR SERVICE .....	
MARKETING .....	
MARKETING PLAN .....	
TIMELINE & METRICS.....	
TIMELINE .....	
MILESTONES .....	
KEY PERFORMANCE METRICS .....	
FINANCIAL FORECASTS .....	
KEY ASSUMPTIONS.....	
FINANCING .....	
SOURCES OF FUNDING.....	
USE OF FUNDING .....	

# Preparing the Pitch Deck

## Components of a Pitch Deck

- **Definition:** A pitch deck is a brief presentation, often created using PowerPoint, Keynote, or Canva, used to provide potential investors with a quick overview of your business.
- **Components:** Introduction, Problem, Solution, Market Opportunity, Business Model, Traction, Marketing and Sales Strategy, Team, Financial Projections, Closing.
- **Example:** Flipkart's pitch deck included market opportunity, business model, and team credentials.

## Components Of Pitch Deck

- Title Slide
- Problem Statement
- Solution
- Market Opportunity
- Product/Service Overview
- Business Model
- Traction
- Marketing & Sales Strategy
- Competitor Analysis
- Financial Projections
- Funding Ask
- Team
- Roadmap
- Closing & Call to Action

# Effective Presentation Techniques

## Engaging Storytelling

- **Definition:** Storytelling in presentations involves using a narrative to make the information more engaging and memorable.
- **Techniques:** Use visual aids, practice, and rehearsal to enhance delivery.
- **Example:** Flipkart's storytelling focused on India's e-commerce potential and their unique position.



## Effective Presentation Techniques

- **Start with a Strong Opening**
- **Tell a Story**
- **Be Visual**
- **Focus on Key Messages**
- **Practice and Rehearse**
- **Engage the Audience**
- **Use Confident Body Language**
- **Time Management**
- **Prepare for Q&A**
- **End with a Clear Call to Action**



“

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

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

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**TIRTHAK PATEL**

**Work**

Customer Success & Operations Team Lead at doola

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