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# **Objectives of the Business Plan**

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# Objectives

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- If, when, & how to write your business plan
    - Business plan should be preceded by the Business Model Canvas
  - Understand that the entrepreneur is the primary audience
    - With secondary audiences being investors and others
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## **Objectives of the business plan and investor presentation include:**

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- Establishing credibility with the investor, ally, client, or talent
  - Framing the goals of a new venture to be consistent with the goals of the audience
  - Describing the unique benefits of the venture
  - Offering solid, compelling evidence to support the plan
  - Building a good relationship with the audience
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# P.S.U.C.F.

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1. Problem – Big and painful
  2. Solution – Clear and unique
  3. Unequal Advantages – Team , go-to-market, distribution, IP, etc.
  4. Competition – Buyer's options
  5. Financials – Needs, funds use, risk vs. return
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# 1. Problem

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- How many buyers?
    - In number and in dollars?
  - How painful is it to the market?
  - How is the problem dealt with today?
    - Competitors?
    - Substitutes?
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## 2. Solution

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- Basics of your solution
  - Basic unique advantage
  - Define the scale and timeline of the advantage
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### 3. Unequal Advantages

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- Legal and ethical but “UNEQUAL”
    - Intellectual property?
    - Unique processes?
    - Unique position?
    - Unique relationships?
    - Unique go-to-market advantage?
    - Unique advantage in operations?
    - Sustainable price point advantage?
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## 4. Competition

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- How else can prospective buyers fix problems or find satisfaction?
  - Your competitor's solution?
  - Build it in-house?
  - Wait? Status quo?
  - Pretend it does not exist?
  - Deflect problem to a supplier?
  - Ask their present solutions provider to adapt a “temporary” solution?

*Competition  
is ANYTHING  
that hinders  
sales*

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## 5. Financials

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- Money you need to succeed
  - Planned use of funds
  - Major milestones
  - High level 3 to 5 year financial projections
  - Possible “exit” scenarios and returns
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# Summary

*P.S.U.C.F.*

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