

Hopkins Student Enterprises

Business Plan Submission Guidelines



GUIDELINES

1 DEFINE AND REFINE

Create a “value proposition”. One line about what your business is and what problem it solves.

2

KEEP IT SHORT

Convey your idea and strategy as efficiently as possible. Fit it into no more than 5 pages.

3 VISUAL ENGAGEMENT

A picture is worth a 1000 words. Use graphs, charts, and images when necessary.

4

SHOW PASSION

If you wouldn't want to read it, nobody else will either. Avoid using passive voice.

5 IS IT VIABLE?

Keep in mind your own personal limits and the limits of the business. Everything is scalable so start small and build!

6

PROOFREAD

Check your work...then check it again.

7 SHOW US THE MONEY

You'll need some cash to get your business up and running. Depending on your need, we require different levels of financial projections (see below).

FINANCIAL PROJECTION TIERS

\$1-\$499

ONE YEAR PLAN

1. Sources of Revenue
2. Main Expenses
3. Start-Up Need

500-\$1999

BREAK EVEN POINT PLAN

1. Revenue Expected
2. Expenses Expected
3. Profits Projected
4. Start-Up Need (both capital and expected working need)

\$2,000+

FULL FORM FINANCIALS

1. Statement of Cash Flows
2. Projected Income Statement
3. Projected Balance Sheet
4. Required Financing
5. Development Timeline
6. Return on Investment Potential

With any questions or to submit, contact HSE@JHU.EDU

SAMPLE BUSINESS PLAN OUTLINE

For more information and examples of each section, visit our website at www.jhu.edu/hse

- i. Executive Summary**
- ii. Value Proposition**
- iii. Description of the Product/Service**
- iv. Description of market factors**
 - 1. Competition
 - 2. Market Size
 - 3. Market Trends/Innovations
- v. Competitive advantage**
- vi. Potential customers**
 - 1. Demographics
 - 2. Estimated Spending
 - 3. Competitive Advantage
- vii. Marketing**
 - 1. Pricing
 - 2. Promotion
 - 3. Distribution
- viii. Operations & Logistics**
 - 1. Explanation of Business Operations
 - 2. Scalability
 - 3. Employees
 - 4. Inventory Management
 - 5. Strategic Partnerships (within JHU)
- ix. Finances (1-year overview)**
 - 1. Revenue projected
 - 2. Expenses projected
 - 3. Profits projected
- x. Startup requirements**
 - 1. Funding for capital equipment
 - 2. Funding for working capital
- xi. Management team (outside of the 5-page limit)**
 - 1. Student entrepreneurs and their qualifications
 - 2. Outside advisors (if applicable)
 - 3. Resumes