**Econ 591 ’17 – Entrepreneurship Independent Study**

**Required Business Plan Outline**

* **Approximately 20-page Business Plan For 4-Credit Independent Study**
* **Approximately 8-page Marketing Plan For 2-Credit Independent Study (Only Complete Sections 3,4,5,6 & 8 From Below)**
* **Plan Must Be Bound At Allegheny Print Shop**
* **Due Date Is Tuesday, December 12**

1. **Title Page** *– 1 page*
   1. Name of Business
   2. Name of Management Team
   3. Date
2. **Executive Summary** – *2 pages/10 Points*
   1. Summary of the contents of the business plan.
   2. Do the Executive Summary Last
3. **Industry and Market Summary** *– 2 pages/10 Points*
   1. Description of the addressable market.
   2. Size of the market.
   3. Characteristics and dynamics
      1. Is it growing?
      2. Is it changing?
   4. Major players.
      1. Who are the biggest companies serving the market?
   5. Are there any disruptions occurring or regulatory or standards changes taking place?
   6. Is there a specific niche in which your company will compete?
      1. Nice is defined as either (a) market too small for major players to care about, or (b) something the entrepreneur can do that others cannot.
4. **Customer Profile** – *1 page/10 Points*
   1. Describe your perfect customer.
   2. How many of your perfect customers exist?
   3. What is their average income?
   4. How does your customer like transacting business?
   5. Do they tend to be repeat buyers?
   6. How do they find out about your type of product?
5. **Product or Service Description** – *2 pages/10 Points*
   1. Describe your product or service in detail.
   2. How are you making people’s lives easier or better with your product?
   3. How much will it cost?
   4. How do customer buy it?
   5. How will you get paid?
6. **Business Case** – *1 page/10 Points*
   1. How much money will your customers make or save by buying your product versus your competition?
   2. How are you giving them value?
7. **Operations, manufacturing, or service delivery** – *2 pages/10 Points*
   1. Describe in detail how your product or service is manufactured.
   2. Describe the order fulfillment process.
   3. Describe what equipment or facilities that you will need to deliver your product.
8. **Go-To-Market Strategy and Marketing Plan** – *2 pages/10 Points*
   1. Describe your sales process.
   2. What percentage of your addressable market can you secure?
   3. How will you position your product or service versus your competition?
   4. What is your creative strategy and messaging?
   5. Describe the number of sales people you will need or the web portal that you will use.
   6. Describe the advertising, public relations, web marketing, direct or indirect sales or social media marketing techniques and tactics you will employ.
   7. How much money will you need to market the product?
9. **Team Profile** – *2 pages/10 Points*
   1. Develop an organizational chart for your company even though some of the positions will not be filled.
   2. Provide one-paragraph biographies of your team members.
10. **Risks and Key Metrics** – *2 pages/10 Points*
    1. Describe all of the risks standing in the way of your success.
       1. What could go wrong ?
    2. What key metrics will you monitor?
       1. Examples: unit sales per month; website click throughs; R&D benchmarks; cash flow or burn rate?
11. **Financial Plan** – *2 pages/10 Points*
    1. Three year set of income statements
    2. Year 1 should be presented by quarter.