



BUSINESS PLAN

1.

2.

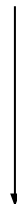
3.

HOW TO
WIN A
BPLAN
COMPETITION

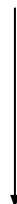


ARJUN PANCHAL
FOUNDER – PAPA ZAPATA
AUTHOR – WHAT HAPPENS IN AMERICA
STARTUP MENTOR – SIBM PUNE

ASK A QUESTION



THROW A PROBLEM



THEN INTRODUCE YOURSELF



2 - OPPORTUNITY

Problems

Compelling Needs

Pain points

Growth

Trends

PESTEL

TAM - SAM - SOM

PRIMARY RESEARCH

OPPORTUNITY

3 - COMPANY & PRODUCT DESCRIPTION





**Makes you healthier,
Lean and more Satisfied**



**Analgesic, Antipyretic,
Acetaminophen**



Intel i7 4500U 16GB RAM+256GB M.2 SSD

**You will be able to
work and play at
lightning speed**

**Relieves your
headache and let's
you enjoy your day**



FEATURES

- Wooden cylinder surrounding a graphite core
- Crapped by an eraser
- Eraser attached with metal band
- ¼ inch Diameter
- Has yellow exterior
- Sold by a Dozen

BENEFITS

- Can be re-sharpened
- Correct errors
- Always there when you need
- Easy to hold
- Easy to find
- Plenty of supply whenever you need a new one



4 - STAGE OF DEVELOPMENT & TRACTION

STAGE OF DEVELOPMENT	TRACTION	FUTURE TIMELINES
<ul style="list-style-type: none">- <i>PROTOTYPE/ MVP</i>- <i>PILOT TESTING</i>- <i>COMPANY REGISTRATION</i>- <i>IPs FILED</i>	<ul style="list-style-type: none">- <i>REGISTERED USERS</i>- <i>REPEATED USERS</i>- <i>FEEDBACK</i>- <i>GROWTH % EVERY QUARTER OF REVENUES OR USERS</i>	<ul style="list-style-type: none">- <i>NEW PROD LINE</i>- <i>NEW MARKET/ TG</i>- <i># CUSTOMER</i>- <i>PARTNERSHIPS</i>- <i>RESOURCES</i>- <i>REVENUE STREAMS</i>



5 - COMPETITIVE ADVANTAGE & CRITICAL RISKS

**COMPETITIVE
ADVANTAGE
INNOVATION/
TECHNOLOGY USED**

RISK & SOLUTION

Competitive Analysis Framework



Other Factors:

- *Quality*
- *Service*
- *Reliability*
- *Stability*
- *Expertise*
- *Company Reputation*
- *Location*
- *Strategy*
- *Credit Policies*

		You	Competitor 1	Competitor 2	Competitor 3
Company Specific	# of employees				
	Founded				
	Funding				
	Investors				
	Acquisitions				
	# of customers				
	Strengths / Weaknesses				
Target Customer / Message	Product				
	Primary Buyer / decision-maker				
	Secondary Buyer				
	Target Customer				
	Messaging				
Product Specific	Product Features				
	Pricing				
	Free Tier (?)				
	Customers				
	Product Strength				
	Product Weakness				
	Customer Reviews				
Positioning	How to Win				
	Why Customer should chose us				



6 – MARKETING & SALES PLAN

- Target Mkt Strategy (Next Page)
- Product/ Service strategy
- Pricing Strategy
- Advertising, Promotion, Digital
- Sales Channel Strategy
- Distribution Strategy
- Overall revenue model



7 - TARGET MARKET

For B2C:

- Age
- Gender
- Location
- Income
- Occupation
- Education level
- Psychographic

For B2B:

- Industry
- Location
- Size
- Stage in business (startup, growing, mature)
- Annual sales



7 - OPERATIONS PLAN

Key
Activities

Process
Automation

Staffing
&
Training

Facilities

Distribution
& Logistics

Raw
Material

Machines

Implementation
Timelines



9 MANAGEMENT TEAM

Team Bios

- Industry
- Relevant Experience
- Achievements
- Education
- Skills
- Eagerness/ Hunger

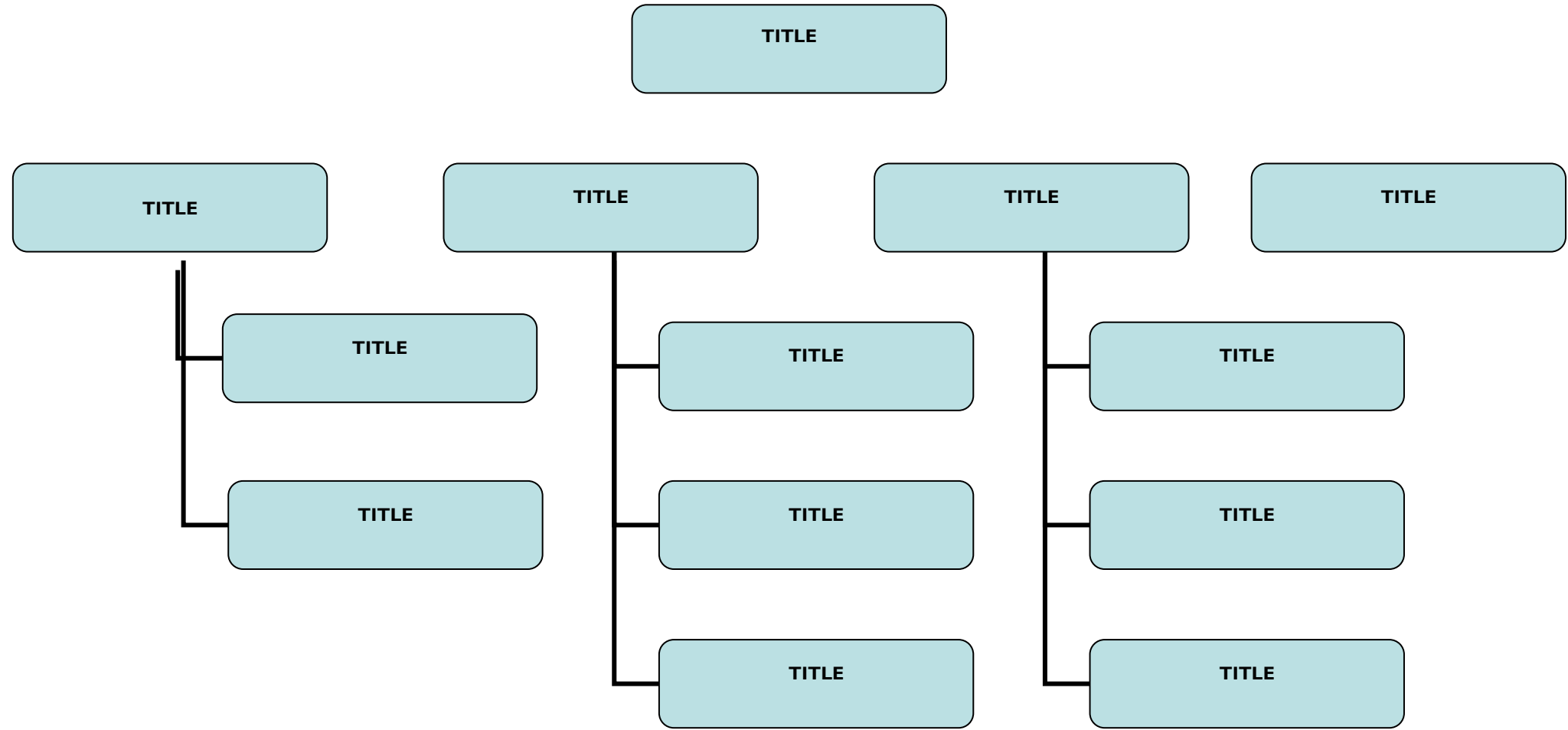
Advisors

Strategic Partners

- Vendors
- Ops Partners
- Fin Partners
- Clients
- Vendors
- Onboard Consultants



10 – ORGANIZATIONAL STRUCTURE





11 – FINANCIALS

- CAPEX
 - CAPEX Breakeven
 - OPEX
 - OPEX Breakeven
 - ROI
- Customer Acquisition Cost (CAC)
 - Total customers after 1st 2nd 3rd year
 - Total Profit/Loss in 1st 2nd 3rd year
 - Valuation of company after 3 years

[illegible]



12 – FUNDING & OFFERING



**FUNDING
REQUESTED**

OFFERINGS



13 – APPENDIX

- 3-Year Income Statement
- 3-Year Cash Flows
- 3-Year Balance Sheet
- Key financial assumptions
- Financial Comparisons
- Resumes of founders, principals
- Any figures, tables, etc that will help illuminate and sell the plan

14 – USAGE OF FUNDS



EXECUTIVE SUMMARY

- Short!.....like a Query letter
- Convincing
- Includes the most important points from the sections

Note: To be added only in BPlan paper, not in presentations pitch.

Executive Summary



This Agriculture Resilience Plan is a plan guided by and developed for the local farming community in Snohomish County. The Plan will help build a more resilient agricultural landscape – one that can withstand pressures and changes associated with development, population growth, flooding, shifts in weather and climate change. Through a combination of information gathering and sharing, creation of online planning tools, project scoping and design, project implementation, and farmland protection, the Agriculture Resilience Plan will help ensure local agriculture remains a cornerstone of our way of life and value system in Snohomish County.

“The Agriculture Resilience Plan is an effort to help all of us farmers weather the changes that are coming in the future. It’s a way for farmers to raise their voices together and create change to benefit agriculture.”

Libby Reed, Orange Star Farm

The goals of the plan are to:

- Provide **information** and project **funding** for farmers to manage for future risk on their farms
- Develop landscape-scale **projects** to improve agricultural resilience
- **Protect** agricultural lands from subdivision or development

Agriculture in Snohomish County

- Over 63,000 acres of active farmland
- 1,558 farms
- Farms as large as 2,000 acres
- Agricultural products selling for over \$157 million per year

Source: United States Department of Agriculture

Agricultural resilience can be improved by helping farmers plan for future challenges and risk, absorb future change, and more quickly recover from stress.

The Agriculture Resilience Plan is linked to the work of the Snohomish County Sustainable Lands Strategy (SLS). SLS, started in 2010, is a collaborative effort of partners working to improve coordination and generate progress for fish, farm, and flood management in the Snohomish and Stillaguamish watersheds. As a participant in SLS, the Snohomish Conservation District identified a gap in the scientific understanding of agricultural needs, particularly as they relate to climate change, as well as an organized planning approach to developing priority landscape-scale projects. This Agriculture Resilience Plan is intended to fill this data gap and identify priority resilience projects that will keep Snohomish County’s agricultural lands viable into the future.



REFERENCE BOOKS FOR BPLAN WRITING

The Secrets to Writing A Successful Business Plan by Hal Shelton

Writing Winning Business Plans by Garrett Sutton

How to Write a Business Plan by Alex Genadinik

ONLINE TEMPLATES TO WRITE A BPLAN



- **LivePlan**
- **BizPlan**
- **Enloop**



THANK YOU :)