

ENTR 3000 Spring 2018 Jack M. Wilson

This is the format for the term project that is due on **March 30, 2018 by 5pm.**

The hybrid business plan:

1. Cover Page: company name, address, phone number, date, contact person, web site, Facebook, Twitter, etc. Confidentiality statement
2. Table of Contents
3. Executive Summary of 1-2 pages (critically important)
4. Business Model Canvas.
5. Value proposition: What problem(s) are we solving for our customers? What customer needs are we satisfying? What value do we deliver to the customer? What bundles of products and services are we offering to each customer segment?
6. Key activities of the venture:
7. The team: This is not an explicit part of the business model canvas, but it is one of the most important items to investors as we will see in the next chapter.
8. Customer segments:
9. Customer Relationships:
10. Channels to reach the customer:
11. Revenue streams: What value are our customers ready to pay for? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to the overall revenue
12. Key Partners:
13. Cost Structure:
14. Key Resources: What key resources do we need for: our value propositions, our distribution channels, our customer relationships, our revenue streams?
15. **The Ask.** What do you need from the reader?

The Pitch: These are potential slides for the pitch presentation to be submitted as a video.

1. Title
2. Problem
3. Solution
4. Opportunity and Target market
5. Technology
6. Competition
7. Marketing and Sales
8. Management Team
9. Financial Projections
10. Current Status
11. The ask: what do you want from them and how will you use it?
12. Summary of key points, the ask, and request questions.

You do not use all twelve slides. You need to select those that are the most important and useful to you. Keep it crisp and clear.