

Term Project: Hybrid Business Plan ENTR 3000 Principles of Innovation And Entrepreneurship

This is the format for the term project that is due at the end of **week 9 by 5pm**. The hybrid business plan (about nine pages for the narrative - including the Cover Page, Table of contents, and Business Model Canvas) has this template:

1. Cover Page: company name, address, phone number, date, contact person, web site, Facebook, Twitter, etc.(These may be faked -except for the contact person -on this paper if you do not want to provide the information or do not have it.) Confidentiality statement
2. Table of Contents
3. Executive Summary of 1 page (critically important). It should clearly describe the venture and tell the reader what is being asked of them.
4. Business Model Canvas. (1 page) then the following pages add details to some of these.
<http://www.jackmwilson.com/Entrepreneurship/Cases/BusinessModelCanvasBMC-Template.docx>
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: What major things must we do to be successful?
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. Form of Business: Sole Proprietorship, Partnership, LLP, Corporation, LLC, S-Corp
9. Financing Plan: Self, Friends and Family, Bootstrap, Angels, VCs, Debt (Bank/other)
10. Key Partners:
11. Customer segments: What will your target market be?
12. Customer Relationships: the type of relationship a company establishes with its specific customer segments -often driven by customer acquisition and customer retention.
13. Channels to reach the customer: How will you reach the customer?
14. 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?
15. Cost Structure: Main costs you need to plan for initially and continuously.
16. Key Resources: What key resources do we need for: our value propositions, our distribution channels, our customer relationships, our revenue streams?
17. **The Ask**. What do you need from the reader? This is in more detail than the ask in the Executive Summary. Are you asking for an investment in the venture? If so, how much? Are you asking for donations to a Charitable venture? Are you asking the reader to join you in some kind of partnership? Are you asking the reader to become a major customer?

We are looking for about 9 (nine) pages for the narrative - including the Cover Page, Table of Contents, and Business Model Canvas. This is a guideline and not a strict limit.

Here is an example of the ILinc hybrid business plan. It is a bit longer, somewhat different, and more detailed than required but provides a good start. www.jackmwilson.net/Entrepreneurship/Principles/ILinc-Hybrid-Business-Plan.pdf

The next page has the business model canvas template:

Business Model Canvas Company Name _____ Preparer
Name _____

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

This link will take you to an editable Microsoft Word File that you can use to do this:
<http://www.jackmwilson.com/Entrepreneurship/Cases/BusinessModelCanvasBMC-Template.docx>