

BUSINESS PLAN OUTLINE

**School of Entrepreneurship
Oklahoma State University**

I. EXECUTIVE SUMMARY

- A. Description of the Business Concept and the Business
- B. The Opportunity and Strategy
- C. The Target Market and Projections
- D. The Competitive Advantages
- E. The Economics, Profitability, and Harvest Potential
- F. The Team
- G. The Offering

II. THE INDUSTRY

III. THE COMPANY, CONCEPT AND PRODUCT(S) OR SERVICE(S)

- A. The Company
- B. The Concept
- C. Product(s) or Service(s)
- D. Entry and Growth Strategy

IV. MARKET RESEARCH AND ANALYSIS

- A. Market Definition and Customer Overview
- B. Market Size and Potential/ Primary and Selective Demand
- C. Model of How the Customer Buys
- D. Segmentation of the Market
- E. Factors Affecting the Market
- F. Competition and Competitive Edges
- G. Estimated Market Share and Sales

V. THE ECONOMICS OF THE BUSINESS

- A. Fixed, Variable, and Semi-variable Costs/Operating Leverage
- B. Margins and Volumes
- C. Overall Economic Model
- D. Breakeven Chart and Calculation

VI. MARKETING PLAN

- A. Overall Marketing Strategy
- B. Pricing
- C. Sales Tactics and the Selling Cycle
- D. Advertising and Promotion
- E. Distribution
- F. Customer Service
- G. Warranty Policies

VII. DESIGN AND DEVELOPMENT PLAN

- A. Development Status and Tasks
- B. Difficulties and Risks
- C. Product Improvement and New Products
- D. Costs of Ongoing Development
- E. Proprietary Issues

VIII. OPERATIONS PLAN

- A. Operating Model and Cycle
- B. Bottlenecks and Quality Consistency
- C. Geographical Location
- D. Facilities, Improvements/Layout, Key Equipment Requirements
- E. Production Strategy and Plans
- F. Regulatory and Legal Issues

IX. MANAGEMENT TEAM

- A. Organization
- B. Key Management Personnel
- C. Management Compensation and Ownership
- D. Other Investors
- E. Employment and Other Agreements and Stock Option and Bonus Plans
- F. Board of Directors
- G. Other Shareholders, Rights, and Restrictions
- H. Supporting Professional Advisors and Services

- X. OVERALL SCHEDULE**
- XI. CRITICAL RISKS, PROBLEMS, AND ASSUMPTIONS**
- XII. THE FINANCIAL PLAN**
 - A. Actual Income Statements and Balance Sheets
 - B. Pro Forma Income Statements
 - C. Pro Forma Balance Sheets
 - D. Pro Forma Cash Flow Analysis
 - E. Months to Breakeven and to Positive Cashflow
 - F. Cost Control
 - G. Highlights
- XIII. PROPOSED COMPANY OFFERING**
 - A. Desired Financing
 - B. Offering
 - C. Capitalization
 - D. Use of Funds
 - E. Investor's Return
- XIV. APPENDICES**