

OSU Riata Pre-Seed Fund -- Business Plan



**RIATA CENTER
FOR ENTREPRENEURSHIP**
AT SPEARS BUSINESS



{Your Company Name or OSU Technology Project Name} BUSINESS PLAN

Business Summary

(in a few sentences: who are you, what is it that you do, who is your customer, why would they buy it?)

Customer Need

(what customer problem or pain are you alleviating, or what customer gain are you creating?)

Product/Service Solution

(what is the product or service you will sell to meet that customer need?)

Value Proposition and Competitive Advantage

(what is your customer-recognizable, sustainable competitive advantages over currently adopted, next-nearest competitive alternatives? your value proposition should be quantifiable in customer terms of how much better, faster, cheaper, or safer your solution is)

Market Opportunity and Initial Target Market

(what is 1. the size of your total addressable market (TAM)—long-term potential with complete market reach and a full product/service portfolio offering, 2. the size of your served addressable market (SAM)—those customers that could be addressed near term with your initial product/service offering and readily available channels, and 3. the size of your initial target market segment—your beach head, lowest hanging fruit, first adopter customers)

Sales and Marketing Strategy

(what key customer awareness and consideration marketing tactics to be used to fill the sales funnel? through what sales channels/partners and with what sales tactics to be used to close sales to customers and may involve influencers, decision makers, and end-users)

Business Model

(short description of what products/services are sold for what price and at what projected gross profit? what aspects of the operations will be in-house versus outsourced to key partners and the supply chain and sales side of your business model? what key business/commercialization milestones as listed in Exhibit 2 will be accomplished before the investment proceeds are depleted and a next round of

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investment is required, or will cash flow positive operations be achieved with no further investment required?)

Development Status

(what has been done to date to validate a proposed business model with initial target market customers; if developing IP-based technology as part of your business model, describe what prototypes have been built and tested at a lab bench prototype stage and/or a customer-fielded prototyped stage)

Team

(who are the company founders or OSU technology project members on the team; succinctly summarize experience/expertise credentials for each person on the team; explain why this team can successfully execute and deliver on the key business development/commercialization milestones as listed in Exhibit 2; if developing OSU-owned IP as a project at OSU, include who has the technology expertise to potentially follow it out to a future company commercially licensing the OSU-owned IP)

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EXHIBIT 1—USE OF PROCEEDS

(utilize standard income statement operating expense categories and balance sheet asset categories to summarize how the investment proceeds will be used; those listed below are for example purposes only)

Category	Amount
Management Employee Wages	
Engineer/Scientist Employee Wages	
Marketing Employee Wages	
Sales Employee Wages	
Employee Payroll Taxes	
Employee Payroll Benefits	
Development Expenses	
Development Contract Labor/Services	
Sales Contract Labor/Services	
Marketing Promotion/Awareness	
Travel	
Facility Lease/Utilities	
Business Insurance	
Legal Services	
Accounting Services	
IT Services/Internet/Website	
Miscellaneous/Office	
{Other Expense Categories...}	
Capital Equipment Purchases	
Inventory Purchases	
{Other Asset Categories...}	
Total Expenditures	

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EXHIBIT 2—BUSINESS DEVELOPMENT/COMMERCIALIZATION MILESTONES

(list the intermediate milestones and final key milestone with start and end dates for each that are expected to be accomplished through the time period funded by the investment proceeds)

Business Development/ Commercialization Milestone	Projected Start Date	Projected Completion Date	Action/Comments
{Task 1 Milestone Description}			
{Task 2 Milestone Description}			
{Task 3 Milestone Description}			
{Task 4 Milestone Description}			
{Task 5 Milestone Description}			
{Task 6 Milestone Description}			
{Task 7 Milestone Description}			

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EXHIBIT 3—PROJECTED FINANCIAL STATEMENTS

(include 5-year projected 1. Income Statement, 2. Cash Flows Statement, and 3. Balance Sheet; these should be based upon realistic, bottoms up projections)