**BUSINESS PLAN TEMPLATE FOR INNOVATORS**

The Benefits of a Business Plan

* **Action Plan**

A Business Plan can help move you into action. If you have been thinking about developing your ideas / concepts into a successful business then a business plan will help you evaluate and identify each element of your future business.

* **Business Guide**

Once you have started your business, a business plan can be an invaluable tool to help keep you on track and moving in the direction you want to go. In the fast paced business world it is easy to lose focus and deviate from your goals, so a business plan will keep you on track.

* **Communication Tool**

A new Product / Service is often very difficult to communicate. A Business Plan can act as a key communication tool and help others understand your vision. This is critical when dealing with venture capitalists, partners and potential customers.

* **Demonstrate Industry Knowledge**

A Business Plan serves to demonstrate your knowledge of the product, market, competition, production, financial and commercialisation aspects of your innovation.

* **Maintains Focus**

A Business Plan ensures you are focused on your commercialisation efforts.

* **Strategy**

Identifies an appropriate commercialisation strategy for you to follow.

* **Attract Investors**

Enables you to attract potential investors / funds for your innovation.

\*Please Note this is only a sample business plan template. If you use this template you may be required to adjust it to cater for your specific requirements.

*DISCLAIMER*

*This template is provided by* [*Deming Center for Entrepreneurship*](http://leeds.colorado.edu/entrep/)*, Leeds School of Business, University of Colorado. INNOVIC, neither University of Colorado shall be responsible or liable for any loss or damage whatsoever which may result from the use of this template or from any associated activities.*

**Table of Contents**

Executive Summary 1

Company Overview 2

Mission Statement 2

History and Current Status 2

Objectives 2

Product or Service Description 3

Description 3

Market Comparison 3

Proprietary Rights 3

Stage of Development 3

Industry and Marketplace Analysis 4

Industry Analysis 4

Marketplace Analysis 4

Customer Analysis 4

Competitor Analysis 4

Marketing Strategy 5

Target Market Strategy 5

Product/Service Strategy 5

Pricing Strategy 5

Distribution Strategy 5

Advertising and Promotion Strategy 5

Sales Strategy 5

Marketing and Sales Forecasts 5

Operations 6

Operations Strategy 6

Scope of Operations 6

Ongoing Operations 6

Operating Expenses 6

Development 7

Development Strategy 7

Development Timeline 7

Development Expenses 7

Management 8

Company Organisation 8

Management Team 8

Administrative Expenses 8

Summary of Financials 9

Financial Assumptions 9

Financial Forecasts 9

Capital Requirements 9

Financial Risks 9

Exit Strategies 9

Offering 10

Investment Requirements 10

Valuation of Business 10

Offer 10

References 10

Appendices 10

Table of Appendices 10

Executive Summary

**Product Description**

**Marketing and Sales**

**Development**

**Operations**

**Management**

**Financial Summary**

**Offering**

Company Overview

## Mission Statement

## History and Current Status

## Objectives

Product or Service Description

## Description

## Market Comparison

## Proprietary Rights

## Stage of Development

Industry and Marketplace Analysis

## Industry Analysis

## Marketplace Analysis

The Market

Market Trends

## Customer Analysis

Direct Customers

Indirect Customers

## Competitor Analysis

Direct Competitors

Indirect Competitors

Marketing Strategy

## Target Market Strategy

## Product/Service Strategy

## Pricing Strategy

## Distribution Strategy

## Advertising and Promotion Strategy

## Sales Strategy

## Marketing and Sales Forecasts

Operations

## Operations Strategy

## Scope of Operations

## Ongoing Operations

## Operating Expenses

Development

## Development Strategy

## Development Timeline

## Development Expenses

Management

## Company Organisation

## Management Team

## Administrative Expenses

Summary of Financials

## Financial Assumptions

## Financial Forecasts

## Capital Requirements

## Financial Risks

## Exit Strategies

Offering

## Investment Requirements

## Valuation of Business

## Offer

References

Appendices

## Table of Appendices

Support for Product/Service Description (e.g., diagrams, pictures, etc.)

Support for Marketing and Sales Plan

Support for Development Plan

Support for Operations Plan

Resumes of Management Teams

Financial Statements