

## **Format for Business Plan Submission**

The following format should provide a good overview of a prospective investment and conceptual framework. Around 15-25 pages:

### **1. Business**

- Company's business(description short enough to fit on a business card)
- Vision
- Mission statement
- Objectives
- Scope

### **2. Products/Processes**

- Product description
- Development schedule
- Differentiation
- Price point

### **3. Market**

- Trends
- Historic and projected sizes in rupees
- Product match to market definition

### **4. Distribution**

- Sales Channels
- Partnerships
- Customers

### **5. Competition**

- Competitors
- Competitive advantages

### **6. Team**

- Background of management
- Board composition

## 7. Financials

- Historic and projected P&L (first two years by quarters)
- Projected cash flow (first two years by quarters)
- Current balance sheet
- Projected head count by functional area (R&D, sales marketing, G&A)
- Capitalization schedule

## 8. Deal

- Amount raised
- Valuation asked
- Use of proceeds

## 9. Complete Business Proposal report (BPR) submitted