

Standard b-plan guiding document for startups

The business proposition should not be for more than 12- 15 slides, covering the below aspects. Investors, Incubators, Accelerators and other organizations usually look for concept which addresses a real problem. They look for strong business case, a well-rounded competent & committed team and the traction that the team has achieved so far.

1) Cover slide

- Company name (legal entity) and its logo.
- Contact details (city, e-mail, mobile).
- Website if any.
- One- two line that clearly describes the concept and pain point addresses.
- One-two line about organization profile and its goal.

2) Team

- Mention about the founder/co-founder and other core member of the team and their role in the venture, educational qualification, work experiences and full or part time involvement in the venture.
- Indicate the % of equity held by each team member.
- External resources i.e. Mentor, Advisor etc.

3) Product / services

- Explain the uniqueness of your product/services, its price and lifecycle.
- Why your customers need your solution.

4) Business Idea, model and market opportunity

- Explain your business idea, how you will make money from this business opportunity.
- Mention, if there is any patent/certifications? What is the market analysis, potential customers, estimated market size of the next 4-5 years, potential revenue and city you are operating/planning to expand?

5) Competitive landscape and differentiator

- Mention the direct/indirect competitors existed in the market.
- How your product/services is different from available solutions in the market.

6) Current traction

- What have you achieved so far – number of customers served, revenues etc.
- Include photographs if available.

7) Financials current and projections

- Summary of your business plan and unit economics excel sheet for 2-3 years i.e. cash flow, break-even point, projected revenue, expenses- capex & opex etc. (Note: the detailed excel sheet is not required).

8) Funding needs, its use and proposed valuation (This section should only be covered if you are looking to raise funds)

- Mention how much fund you are looking to raise and for what purposes, these funds will last for how much time and what is the milestones you have set.
- Mention if any other investors have committed to invest in.
- Is there any follow-up round required?
- What is the valuation you are looking for?

9) Current equity structure, fundraising history and exit options

- Mention the current equity structure.
- How much money have you invested, any previous fundraising history?
- Exit options for Investors – potential buyers of their equity or acquisition options.

Note: - This is a sample of standard B-plan for reference only. The respective startup should prepare the business proposition taking in consideration sector, organization type, current stage, requirements from investors or any specific organizations etc.