

# 3. Business Plan



# What is it?

“statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals” -Wikipedia

Basically: How you plan to do business

Besides “the plan”, also (brief) history, technology, status.

# What's in it?

**executive summary** - short summary of everything below

**business description** - what your company does

**business environment** - what does the market(s) look like, why there is a market

**competitors** - what are others doing in this market

**background & technology** - where you come from and what you can do

**market analysis** - size of market, market shares, entry points and barriers etc.

**marketing** - how you are going to get attention and distribution

**operations** - how will you solve things like hosting, infrastructure challenges

**management summary** - who's on the team

**financials** - cash status, monthly cash flow, costs and revenues, current horizon

**(attachments)** - supporting material and details

# Formats

**elevator pitch** - a condensed teaser for introductions and surprise meetings, everyone should know this one by heart

**slide deck** - for formal and informal company presentations, everyone should have a copy of this

**(written document)** - formal and detailed document elaborating on the slide deck version, sometimes required by investors and other shareholders

# Who is it for?

## **Primary:**

For yourself - to structure and document your plan for everyone in the company

## **Secondary:**

For new employees - to get them to understand what the company does, is planning to do and why

For investors - to understand where the company is and where it is going, elevator pitch for when they talk about their investment or give reference.

# Planning is guessing

Business plan = business guess -ReWork

Beware of (long term) projections of where the market will go and how much money you will make.

Keep business plan simple and easy to change (slide deck!)

How we did it

# Polar Rose: How we did it

Never really had a formal document as business plan  
Most of the time it was a slide deck w notes

# kooaba: How we did it

Rewrote our plan about a dozen times (can be really boring)

Pitch slide deck, extended deck, business plan

Extensive business plan was required for some seed money investors (banks)

Having an Excel to check your numbers is crucial. (Exact values are not important, just to get a feeling for factors affecting business)

These days: constant comparison to plan (#customers, revenue, ...)

Q & A

