

AspireEEI Business Plan Template

Directions: use this template as a foundation for your business plan. Use the sections as a model for your own document. Make sure to rename the document after you start working on it.

Remember, you are being assessed on your ability to convey your business ideas and research in a clear and concise manner. When in doubt, cut and simplify!

Format guide:

- 12 point font
- **Single-spaced**
- Headings before each section
- Business letterhead recommended on each page, but not required
- Contact info on first page
- 4-5 pages (including cover page)
- Cover page with team name, product name, logo, team member names, and contact info (email addresses)

Tips:

- Read your writing out loud when you are finished. This is mandatory!
- Colorful graphs or graphics are helpful
- **Use the charts / organizers that we developed in class!**
- Simplify your ideas and cut out all filler. Investors do not have a lot of time
- Use your logo as a letterhead
- Minimize your assumptions and **make the origin of your data / numbers clear to the audience / investors**
- Make sure to delete this page and the colored sections of the template
- Suggestion: split up the work between your team members and make sure to share it between each other so that you can work on it at the same time

Business / Team name
Product name

[insert logo here]

Team member 1
teammember1@gmail.com

Team member 2
teammember2@gmail.com

Introduction

[Insert a quick synopsis of your company here. This would be a good place to put a text version of your elevator pitch]

The Problem:

[Insert problem(s) that your team recognized]

The Solution:

[Insert how your business seeks to solve the problem(s) stated above]

How it Works:

[Insert the details of your business; ie: what exactly does your product or service do? What are the main features?]

Target Market

[Insert an explanation of your target market. Tell us why you chose that particular market.]

[Insert an estimation of your target market size. Tell us how you got those numbers and where you got them from]

[Insert further market research here. An example: online polls or interviews with people in your target market]

Competition

[Insert information on your major competitors. Remember, they can be non-businesses as well. Be specific.]

[Insert how your company compares to your competition. This would be a good place for your competitive analysis chart with an explanation]

Monetization

[Insert how your company plans to make money. Tell us about your Cost of Goods Sold (COGS) and how much you will charge your customers. Remember to explain your thinking behind your pricing strategy]

[Insert how your company will sell its product service. Will you sell it online, on TV, through retailers, direct to business?]

[Insert “adjacent opportunities”--how your company might make extra revenue by selling other things, such as software licensing deals, clothes, toys, partnerships with other companies, etc]

Development Plan

[Insert how your company will scale / grow rapidly over the next five years. Tell us about your *realistic* expectations for profit over the first couple years. Remember, it is OK to lose money in first year (that is what investment is for!), but your business needs to become profitable within the 2nd-3rd year. THINK BIG--global, not just Ventura.]

[Insert how much “seed” money you need from investors and perhaps an estimation of how much money you will need on your first round of major investment. Tell us why you are asking for that particular amount of money and how you will use it]

Management Team

[Insert your team biographies here]

[Insert who you might need to hire on your team here (software developer, marketing, engineer)]