Mission Statement

• Clearly state your company’s long-term mission.
  – Try to use words that will help direct the growth of your company, but be as concise as possible.
The Team

• List CEO and key management by name.
• Include previous accomplishments to show that these are people with a record of success.
• Summarize number of years of experience in this field.
Market Summary

• Summarize your market in the past, present, and future.
  - Review those changes in market share, leadership, players, market shifts, costs, pricing, or competition that provide the opportunity for your company’s success.
Opportunities

• Identify problems and opportunities.
  - State consumer problems, and define the nature of product/service opportunities that are created by those problems.
Business Concept

• Summarize the key technology, concept, or strategy on which your business is based.
Competition

• Summarize the competition.
• Outline your company’s competitive advantage.
Goals and Objectives

• List five-year goals.
• State specific, measurable objectives for achieving your five-year goals.
  - List market-share objectives.
  - List revenue/profitability objectives.
Financial Plan

• Outline a high-level financial plan that defines your financial model and pricing assumptions.
  – This plan should include expected annual sales and profits for the next three years.
  – Use several slides to cover this material appropriately.
Resource Requirements

• List requirements for the following resources:
  - Personnel
  - Technology
  - Finances
  - Distribution
  - Promotion
  - Products
  - Services
Risks and Rewards

• Summarize the risks of the proposed project and how they will be addressed.
• Estimate expected rewards, particularly if you are seeking funding.
Key Issues

• Near term
  - Identify key decisions and issues that need immediate or near-term resolution.
  - State consequences of decision postponement.

• Long term
  - Identify issues needing long-term resolution.
  - State consequences of decision postponement.

• If you are seeking funding, be specific about any issues that require financial resources for resolution.