

# Sample Format and Contents for: 2012 New York State Business Plan Competition

Allotted presentation time – 10 minutes\*

5 minutes for Q/A\*

**Nonproprietary information only**

\*The exact timing is subject to change based on the number of companies selected to present

Note: This template is intended to provide guidance and assistance in preparing your presentation for the event. It is not meant to be prescriptive – this is your story!

# Company Name

- **Mission and Needs**

- Describe your company and mission
- Describe what you and your company would like to accomplish

# Company Name

- **Business Model**

- Business concept – How will business generate sustainable profits?
  - Value proposition (e.g. superior performance, best quality, manufacturing advantage etc.)
  - Key strategies for today and tomorrow
- Company history
  - When and why formed?
  - Ownership structure; principal shareholders

# Company Name

- **Product**

- Describe Product or Service

- Customer benefits (Why will they buy it?; How do they buy now?)
    - Differentiation from competitors; uniqueness
    - Add table showing key customer (non-technical) benefits or product relative to competing products

- How to keep others out, barriers to entry (e.g. patents, proprietary process, competitive advantage etc.)

- Keep technical description to a minimum

# Company Name

- **Markets**

- Who are key customers (names, demographic profile etc.)
- Size of markets and growth rate
- How to reach these markets (go-to-market strategy and distribution)
- Other trends likely to influence market

# Company Name

- **Industry**
  - Market or industry trends
  - Competitive forces
  - Key competitors
  - How to deal with competition in the market

# Company Name

- **People**

- Management team and relevant experience
  - Especially that which is related to start-ups
  - Industry experience
- Other key people and advisors
- Number, mix, and capabilities of employees

# Company Name

- **Financial**

- Current sales / sales anticipated in 3 years
  - Discuss pricing and volume
- Margins
- Relative to financing needs
  - How much is needed, and when
  - How will it be used (use of proceeds plan)
  - How it will be repaid to investors and/or debtors



# Company Name

- **Achievements to date**
  - Important milestones
  - Next steps

# Company Name

- **Success Factors**

- Key to future and sustainable success

- For a commodity it's price

- For real estate its location, location, location!