

ASTROPRENEURS

Full Business Plan Template

In making the transition from the Executive Summary to your Business Plan, you should have the following general goals:

- 1) expand upon the detail in your market research. Add primary and secondary sources
- 2) expand on the implications of your assumptions in each section
- 3) operationalize your strategies. (What resources are required, and how are you going to deploy them?)
- 4) tie in the efforts proposed in your plan (marketing, operations, etc.) to the financials.

Business Plan Sections: Total of 20-30 pages, including appendices

1. Executive Summary

2-5 pages total, summarizing:

- Description of the business
- Opportunity and market overview
- Product offering
- Business strategy
- Competition and competitive advantages
- Financial Prospects
- Team (names and one or two sentence background)
- Milestones (abbreviated)
- The Offering (Financing, Partnership, Recruiting, etc...)

2. Business Concept and Description

3. Market Opportunity Overview

- Include Market Research synopsis here

4. Product Offering

5. Business Model and Strategy

6. Competition and Competitive Advantage

7. Marketing Plan

8. Product Design and Development Plan

9. Manufacturing and Operations

- Can be combined with Product Development Plan
- Include facilities, regulatory issues, locations, etc.

10. Financial Prospects

11. Milestones

12. The Offering

- “We are looking for a second round of \$10M to use for....”

Appendices and exhibits

- Design drawings, tables of market research, etc...
- Financial Model summary

Sample Cash Flow Analysis for Financial Plan

- Use this or another format with the main elements: Revenues, Expenses, Capital Expenditure, Net Cash Flow, Burn Rate

Cashflow-based Income Statement

Year 1 Year 2 Year 3 Year 4 Year 5

Revenues

Total

Expenses

COGS

Gross Profit

Gross Margin

Operating Expenses

Development

Salaries

Marketing

Accommodation

Miscellaneous

Total

EBIT

Operating Margin

Tax rate

Taxes

EBIAT

Capital expenditure

Net Cashflows

Burnrate per quarter