

Valuing Rajat Bhatia's Business Plan
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Operations

Manufacturing/Production Plan
Objectives
Facilities
Staffing
Subcontractors
Quality Control
Budget / Operating Expenses

Marketing and Sales Plans

Statement of Opportunity
Marketing and Sales Objectives
Channel Development
Product Development
Financial Summary
Three year plan
Five year plan
Ten year plan

Summary of Financials

- Financial Objectives
- Time to Cash Flow Positive
- Time to profitability
- Financial Assumptions
- Capital Requirements
- Exit Scenario

Personnel

- Human Resource Plan
- Staffing Objectives
- Organizational Structure
- 3-5 year growth plan
- Budget

Budget / Operating Expense



Strategic Guide

- Where Do You Want To Go?
- How Are You Going to Get There?
- How Much is it Going to Cost?
- Greatest Profit Opportunity?

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Lender Expectations

- Good Business Track Record
- Ability to Repay
- Staying Power
- Collateral

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Investor Expectations

- Competitive Advantage
- Huge Market
- Strong Management Team
- Strong Marketing and Sales Plan Return
- Exit Strategy

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Exit Strategies

- Selling the Business
- Transferring the Business to a Family Member
- Taking the Company Public
- Being Acquired by a Larger Company

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Funding Sources:

- Savings
- Friends and Family
- Financial Institutions / Banks
- Venture Capital

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Business Plan Content

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- Executive Summary
- Company Description
- Product/Services Description
- Industry Overview
- Market Analysis
- Competitors & Customers
- Marketing and Sales Plans
- Development & Operations
- Management
- Personnel
- Financial Summary
- Appendices

Company Overview

- Brief Company Introduction
- Mission statement
- Location, size, history
- Market and products
- Overview of company capabilities
- Objectives

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- Unique
- Comp
- Techn
- Brief c
- Applic
- Comm
- Brief c