

Your Company Name

Your Names:

How do we create value ?

- Issues:
- Products/service / mix ? Standardized/ customized ?
- Broad line/narrow line ? Deep/ shallow ? Direct / Indirect distribution ?
- Access to product / product / bundled ?
- Internal manufacturing / outsourced / licensing / reselling ?

- 1. Describe Your Product / Service

- 2. Strong Attributes

Who do we create value for ?

- Issues:
- B to B , B to C ? Local / regional/ national / int'l ?
- Where customer is in value chain ? Broad or niche market ?
- Transactional/ relational ?

- 3. Profile of Three Target Customers

Cust 1

Cust 2

Cust 3

How do we differentiate ourselves ? Competitive strategy factors

Issues:

- Operational excellence / consistency / dependability
- Quality / selection / features / availability
- Innovation leadership
- Low cost / efficiency
- Intimate customer relationship/ experience

4. Your Unique Selling Proposition
(NO me-too ideas)

Source of competence / advantage Internal capability factors

Select Few from

- Production /operations system
- Selling / marketing
- Information management / data mining
- Technology / R&D / creative or innovative capability
- Financial transactions / arbitrage
- Supply chain management
- Networking / resource leveraging

5. What is Your Distinctive Competence ?

Is it

Rare ? Non-substitutable ? Valuable ? Costly to imitate ?

How do we make money ?

Issues

- Pricing & revenue sources : fixed / mixed / flexible
- Recurring Revenue ?
- Operating leverage : High/medium/low ?
- Volumes: Hi/Medium /Low
- Margins: High/medium/low ?

6. Revenue Model

Financing

- 7. Financing
 - a. Total Start Up Costs
 - b. Break- even (Units, Time)
 - c. Cash Flow

- 8. Financing Requirements
 - Equity (Amount & Source)
 - Debt (amount & Debt)

Time/Scope/Size Ambitions

Issues:

- Subsistence
 - Income
 - Growth
 - Speculative
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9. Will this concept be a

- a. a life-style business-you will run it for a long time as it provides consistent income, or
- b. A growth business
- c. A speculative business

10. Ho much money do you wish to raise and what is your exit strategy