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| --- | --- | --- |
| **Business Overview** | | Executive Summary |
| **Product** | **Description** | What do you do? How do you do it? What stage of development are you in? |
| **Advantage** | Uniqueness of your product? Why should people buy your product? What results can they expect from your product? (This is the “so what?” question) |
| **Competitive Advantage** | Why invest in your product? Will your product be competitive in quality and value? |
| **Proprietary Rights** | Patents, copyrights, trade secrets, etc. - What do we own? What can we sell? |
| **Market** | **Description** | Facts about potential customers: Who is your target audience? What do they want? Where do they reside? |
| **Trends** | History and future of your target market. Steady? Growing? Declining?  Are there any direct / indirect competitors? Who are they? How do they market their products? |
| **Strategies** | Follower vs. leader; quality vs. price, innovator vs. adaptor, customer vs. product, international vs. domestic, government vs. private sector; slogan, image, ticker….. TV, newspaper, phone calls, trade show, … |
| **Sales Strategies** | | Pricing, delivery method, promotion, after sales service - This much $/in-kind will buy this and additional $/in-kind will buy this. |
| **Operation / Doing business** | | How will the business be run? How will the product be delivered? Overhead? Will you go to the people or will the people come to you? |
| **Management Team** | | Owners, structure, duties and responsibilities - boss? Board of Directors? Define the hierarchy |
| **Resources – start up &**  **Stay in Business** | | Your 5-year budget/plan. (Human resources, funding, etc.) Define and brainstorm how to get the resources to sustain. Consider the deficit you might have the first year and how you anticipate gaining ground until you are making a profit. |
| **Exit Strategies** | | What does the picture look like without outside funding? What does the picture look like with 25% less funding, with 50% less funding, with 75% less funding? |

The Six customer buying behaviors:

* Who buys it?
* What do they need / buy?
* When do they buy it?
* Where do they buy it?
* Why do they buy it?
* How do they buy it? (direct mail, telephone sales, www, in-store purchase, etc.)

**Sales Strategies**

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| --- | --- | --- | --- |
| **Price / Quality** | **High** | **Medium** | **Low** |
| **High** | “Rolls Royce”  Nordstrom | “We Try Harder” | “Best Buy” |
| **Medium** | “Out Performs” | “Piece of the Rock”  Target | “Smart Shopper” |
| **Low** | “Feature Packed” | “Keeps on Ticking” | “Bargain Hunter”  Wal-Mart |