****

|  |
| --- |
| **How to Use This Template?**  Thanks for downloading I-Rock’s Business Plan Template!  Customize the template by replacing the italicized instructions under each section with your company's information. The plan can be shared with investors, leadership, or other stakeholders. Feel free to omit or add sections as needed, ensuring the document aligns with your business goals and vision.  Keep in mind, this template is designed to be completely customized by your company. If you feel there are sections included that you would rather omit, or if you think a section is missing, you are encouraged to make those changes as you see for your business. |

**COMPANY LOGO**

**COMPANY NAME**

[Company Address]

[Company Phone Number]

Prepared by:

[Your Name]

[Your Role]

[Your Email]

# TABLE OF CONTENTS

1. **EXECUTIVE SUMMARY**
2. **THE TEAM AND OPERATION** 
   1. Ownership and Governance
   2. Management Profile
   3. Why We Are a Winning Team

1. **THE BUSINESS MODEL**
   1. Vision, Mission, and Values
   2. How Our Business Model Works
   3. Value Proposition
   4. Target Markets
   5. Marketing Plan
   6. Key Resources and Activities
2. **FINANCIAL ANALYSIS**
   1. Breakeven Analysis
   2. Sales Scenario and Projections
   3. Capital Spending
   4. Operating Costs
   5. Funding Requirements
3. **EXTERNAL ENVIRONMENT**
   1. The Economy
   2. Market Analysis and Key Trends
   3. Competition
   4. Competitive Advantage of our Business Model
4. **IMPLEMENTATION ROADMAP** 
   1. Project
   2. Milestones
   3. Roadmap
5. **RISK ANALYSIS** 
   1. Limiting Factors and Obstacles
   2. Critical Success Factors
   3. Specific Risks and Countermeasures
6. **EXECUTIVE SUMMARY**

*Provide a one-two page overview of the business and highlight the most crucial pieces of information for readers. Typically, this brief executive summary includes:*

* *A condensed version of the entire business plan.*
* *Highlights key points, objectives, and strategies.*
* *Offers a quick overview of the business and its potential.*

1. **THE TEAM AND OPERATION**

*One business plan element that investors particularly emphasize is the management team. Is the team experienced, knowledgeable, and connected enough to accomplish what they propose? Do the members have successful track records? Highlight why your team is the right one to successfully build and execute the business model you propose.*

* 1. **OWNERSHIP AND GOVERNANCE**
* *Describes the legal structure of the business.*
* *Outlines ownership distribution and governance structure.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Names* | *Nationality* | *Director* | *Shareholder* | *Shares* | *Class* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

* 1. **Management Profile**
* *Introduces key members of the management team.*
* *Highlights relevant experience and expertise.*
  1. **Why We Are a Winning a Team**
* *Emphasizes the strengths and unique qualities of the team.*

1. **THE BUSINESS MODEL**

*This section showcases the attractiveness of the business model. Use the Canvas to provide readers with an immediate visual portrait of your model. Ideally, illustrate the elements with drawings. Then, describe the Value Proposition, show evidence of customer need, and explain how you will reach the market. Use stories. Highlight the attractiveness of your target segments to pique the reader’s interest. Finally, describe the Key Resources and Activities needed to build and execute the business model.*

* 1. **Vision, Mission, and Core Values**
* *Defines the long-term vision, mission statement, and core values.*
  1. **How Our Business Model Works**
* *Details the operational and revenue generation model.*
  1. **Value Proposition**
* *Explains the unique value the business offers to customers.*
  1. **Target Markets**
* *Identifies the specific demographic or industry segments the business targets.*
  1. **Marketing Plan**
* *Outlines strategies for promoting and selling products/services.*
  1. **Key Resources and Activities**
* *Identifies critical resources and key activities for business success.*

1. **FINANCIAL ANALYSIS**

*This is traditionally an important business plan component that attracts much attention. You can make pro forma calculations based on your Canvas Building Blocks and estimate how many customers can be acquired. Include elements such as breakeven analysis, sales scenarios, and operating costs. The Canvas can also help with capital spending calculations and other implementation cost estimates. Total cost, revenue, and cash flow projections determine your funding requirements***.**

* 1. **Breakeven Analysis**
* *Determines the point at which revenue equals expenses.*
  1. **Sales Scenario and Projections**
* *Presents sales forecasts based on various scenarios.*
  1. **Capital Spending**
* *Details planned investments in assets.*
  1. **Operating Costs**
* *Breaks down regular expenses for running the business.*
  1. **Funding Requirements**
* *Describes the financial needs and sources of funding.*

1. **EXTERNAL ENVIRONMENT**

*This section of the business plan describes how your business model is positioned with respect to the external environment. The four external forces i.e. market forces, industry forces, key trends, and macroeconomic forces provide the basis for this description. Summarize your business model’s competitive advantages.*

* 1. **The Economy**
* *Discusses the economic factors that may impact the business.*
  1. **Market Analysis and Key Trends**
* *Examines market trends and potential opportunities.*
  1. **Competition**
* *Analyzes competitors and their strategies.*
  1. **Competitive Advantage of our Business Model**
* *Explores how your business model sets you apart.*

1. **IMPLEMENTATION ROADMAP**

*This section shows the investor what it will take to implement your business model and how you will do it. Include a summary of all projects and the overarching milestones. Outline the implementation agenda with a project roadmap that includes Gantt charts. Projects*

*can be derived directly from your Canvas.*

* 1. **Project**
* *Describes the overall project or initiative.*
  1. **Milestones**
* *Identifies significant achievements and timelines.*
  1. **Roadmap**
* *Outlines the step-by-step plan for project implementation.*

1. **RISK ANALYSIS**

*In closing, describe limiting factors and obstacles, as well as critical success factors. These can be derived from a SWOT analysis of your business model.*

* 1. **Limiting Factors and Obstacles**
* *Identifies potential obstacles to success.*
  1. **Critical Success Factors**
* *Highlights factors crucial for achieving success.*
  1. **Specific Risks and Countermeasures**
* *Addresses specific risks and outlines preventive measures.*

**Appendix**

*The following sections are each optional – feel free to include, exclude, or add any charts or information you think is appropriate.*

* *Patents*
* *Org chart*
* *Financial model*

**Did we miss something?**

*Add another section here if you need it.*

1. **Top of Form**