**Business Plan Format**

The following format should provide a good overview of a prospective investment. It usually works best when limited to around 15-20 pages:

1. Business

o Company’s business (description short enough to fit on a business card)

o Mission statement

1. Products

o Product description

o Development schedule

o Differentiation

o Price point

1. Market
   * Trends
   * Historic and projected sizes in Rupees
   * Product match to market definition
2. Distribution

o Sales channels

o Partnerships

o Customers

1. Competition

o Competitors

o Competitive advantages

1. Team

o Background of management

o Board composition

1. Financials

o Historic and projected Profit & Loss (first two years by quarters)

o Projected cash flow (first two years by quarters)

* + Current balance sheet
  + Projected head count by functional area (R&D, sales, marketing, G&A)
  + Capitalization schedule

1. Deal

o Amount raised

o Valuation asked

o Use of proceeds