

The Business Plan Storyboard Template



- ▲ Customer Segment Focus
- ▲ Growth Rates
- ▲ Competitors- Price/value
- ▲ Customer Needs Perceived, Latent
- ▲ Buying Preferences
- ▲ Stage of market: emerging, established
- ▲ Solution definition
- ▲ Common platforms
- ▲ Products
- ▲ Services
- ▲ Defensibility / IP
- ▲ Primary Channel
- ▲ Promotion to Drive Sales to Channel
- ▲ In store display / merch strategy
- ▲ Management Team
- ▲ Board / Advisors
- ▲ Component supply
- ▲ Assembly / test
- ▲ Volumes 1st and 2nd year.
- ▲ Internal / Co-mft
- ▲ Revenue / ramp
- ▲ Margins
- ▲ Investment
- ▲ ROI, NPV, ROTA

Organization

