

Business Unit: Module 4 - Business Plan Checklist

This module is not mandatory for Junior Division, but Junior teams who want to learn more about building a business are encouraged to read it. Only Senior Division teams are required to submit a business plan.

- Title page.** 1 page
 - Team name (or business name)
 - Team member names
 - Product (mobile app) name
- Table of contents.** 1 page
 - Section titles and page numbers
- Executive summary.** 1-2 pages
 - Your business name and location
 - The products and/or services offered
 - The purpose of your plan (to secure investors, launch an app, etc)
- Company description.** 3-4 pages
 - The kind of business you are (corporation, social enterprise, nonprofit, etc.)
 - Your company's mission statement
 - The important people in your business and the roles they play
 - An overview of what you plan to sell and who your market will be
 - A brief history of how your business was created
 - Outline what you want to accomplish in the immediate future based on the information in the rest of the business plan and your future goals
- Products and/or service description.** 1-2 pages
 - In-depth description of your products/services, emphasizing the specific benefits to the customer
 - An explanation of how your product/service has advantages over the competition
 - Product development:
 - Current stage of development product (how ready is it to be given to the customer)
 - Information about how the product will be built and sent to the customer
 - Research and development activities that may lead to new products and services
- Market analysis.** 3-4 pages
 - Description of the market:
 - Who are the key competitors?
 - How you think your mobile app will perform and why?
 - Customer research: A sketch of your customers, including size and demographics
 - Competitor analysis: a detailed evaluation, highlighting their strengths and weaknesses

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- Marketing Plan (strategy & implementation).** 1-2 pages
 - An explanation of how you will reach target customers and enter the market
 - Details about pricing, promotions, and distribution of the app
 - An explanation of how the company will function, from when the app is produce to when the app is delivered to the customer
 - Information on number and types of employees you have or will need

- Financial plan & projections.** 1-2 pages
 - How much money you have now and how will you be using it
 - How much money you'll need and what goals you have set for them
 - How much money do you plan to make in the next 3-5 years and how (profit projection)

Additional components:

- Page numbers
- Appropriate branding
- Charts and figures are clearly labeled and easy to understand
- Images are included in the document when necessary
- Plan is in PDF format
- Bibliography/citation page for your references