

Business Plan Format (example)

The body of the plan must not exceed 20 pages. This does not include financials or other appendices (a.k.a. exhibits). Exhibits must not total more than 5 additional pages for a total of 25 pages. Resumes of the team members and/or advisors are also not included in the page limit restrictions.

***Note this is an introduction for your full business plan and separate from the 1 page Executive Summary that you are submitting through this [template](#).**

I. Introduction / Executive Summary (1-2 pages)

- Your business idea or concept
- Your social mission
- The target market and size
- The target customers
- Your competitive advantage
- Barriers to entry
- Estimated year of breakeven profitability
- Estimated quantitative social impact
- Three years of estimated revenues and net income
- Your funding requirements

II. Business Overview

- Company description and business model
- Value proposition- financial
- Value proposition- social or environmental
- Vision
- Current status
- Current or committed funding and all funding sources

III. The Market Opportunity (the problem, the customer's pain)

- Why is this such a great idea? Define the problem, describe the pain
- Competitive analysis (how the problem is not being solved by competitors)

IV. Market Solution

- Product or service
- Description of a working model or prototype, if appropriate
- How you will remove the pain, solve the problem
- Ability to create barriers to entry

V. The Market

- Identification of customer(s)
- Market size, analysis and forecast
- Industry analysis and forecast

VI. Management Team

- Founders and key management
- Industry experience, education
- Board of advisors (Critical-- it can augment team experience if needed)
- Optional: Board of directors (3 required by law, usually not needed until first round of institutional funding is in place)
- A statement describing level of involvement of your graduate student

VII. Financial Analysis

- Outline overall financial model with detailed projections through Year 3
- including pro forma cash flow and budget analysis
- Other analysis, as appropriate (i.e. break even analysis)
- Discuss assumptions and capital requirements

VIII. Social/environmental quantitative impact analysis

(see [GSVC Social Impact Assessment Guidelines](#) for more information)

- Definition of your Social Value Proposition (i.e., Theory of Change)
- Quantification of your top three Social Indicators (e.g., Social Impact Value Chain)
- Discuss key assumptions throughout the analysis*
- Discuss your potential negative social or environmental impact, if any
- Discuss, where applicable, how you are addressing each of the following areas within your business: economic development, community involvement, environmental practices, governance, hiring and workplace practices, sourcing/supply chain
- Other considerations (e.g., analysis of stakeholder needs, qualitative or anecdotal social impact data)

* recall that true Social Impact is defined as the value your venture provides beyond the status quo (what would have been without your social venture)

IX. Funding request