

10 YEARS ALABAMA Launchpad® a program of EDPA

Business Plan Guidelines and Format

Please read these instructions carefully. Use a 10-point “Arial” font. Set pages to standard, 8.5 x 11 inch, letter size paper. Margins should be no less than one inch on all sides, not including header and footer. **Please put your company name and page number in the header.** Plans that do not meet these requirements will be asked to reformat.

Charts, tables and diagrams can also be used. It is highly recommended that submissions be made in Adobe PDF format. This will ensure that judges will see your document as you intended. The only other acceptable format will be Microsoft Word.

Total size of the entire document CANNOT EXCEED ELEVEN PAGES (including cover page) and CANNOT EXCEED FIVE MEGABYTES.

All submissions must be sent through your YouNoodle account. Please check deadline dates in YouNoodle or the Launchpad calendar at <http://alabamalaunchpad.com/events/>.

Questions?

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Business Plan Format for Reference

- 1. Executive Summary**
 - a. Overview of Idea
 - b. Mission/Objectives
 - c. Keys to Success
- 2. Products/Services and Key Problem to Solve**
 - a. Product/Service Overview
 - b. Relevant Technology or Expertise
 - c. Key Opportunity
- 3. Market Analysis**
 - a. Market Overview (Current size, growth rate, etc.)
 - b. Target Market
 - c. Main Competitors (Present and future)
 - d. Distribution Strategy
 - e. Market Entry
 - f. Pricing Strategy
 - g. Scalability/Ramp Up
- 4. Management Summary**
 - a. Organizational Structure
 - b. Current Management Team
 - c. Future Management Team
 - d. Board of Directors (Proposed BOD if applicable)
 - e. Personnel Plan
- 5. Defensibility (Intellectual Property and/or “Know-how”)**
 - a. Patents, Trademarks, Copyrights (if applicable)
 - b. Expert Knowledge and Trade Secrets (if applicable)
 - c. Competitive Advantage and Defensibility
 - d. Barriers to Entry
- 6. Financial Information**
 - a. Current Sources of Funding
 - b. Funding Needs
 - c. Use of prize money if granted
 - d. Breakeven Analysis
 - e. Proposed Milestones
 - f. Exit Strategy for Investors (if applicable)

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Helpful Tips:

- Tip: Within the “Marketing Analysis” section, teams should address the current and potential size of the whole market and their target market (if different). Teams should also provide details regarding how they intend to enter the market and production ramp-up.
- Tip: In the “Management Summary” section, teams should list a proposed Board of Directors and should outline the current management team and future needs.
- Tip: Be sure to address your company’s competitive advantages and how it is defensible from current and future competitors and imitators.
- Tip: Teams should address how they will use the prize money if awarded. This is very important. For teams that expect to need additional funding, the future funding sources should be addressed.
- Tip: Obviously the 11 page limit prevents the team from submitting a full set of financial statements and projections. Highlight the financial information that you believe is most important and incorporate this into the financial section.