

# **The Five Minute Business Plan**

**Entrepreneur's Weekend**

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Template courtesy of  
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and Entrepreneur in Residence

# The Five Minute Business Plan

- Seven slides
- Apply these suggestions with reason
- Feel free to remove or consolidate

# Slide #1: Introduction

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- Name
- Vision/Mission
- Tell the judges what you want them to remember – three key points

# Slide #2: Target Customer/Pain

- Who is the Target Customer?
- What is their pain or opportunity?
- Profile?
- Who has the money?
- Specific examples you have met...
- Market size/speed of adoption.

# Slide #3: Your Solution

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- What is your solution (“pencil sell”)
- Value Proposition
- Unique Selling Proposition

# Slide #4: Why Now?

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- Target Customer Decision Making Process/unit (DMU)
- Market Trends
- Compelling Reasons for Customers to Buy Now

# Slide #5: Financials

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- Be careful not to overload!
- Simple graph with top line growth and cash flow --with Payback, NPV & IRR numbers below
- Key Factors to know and include:
  - Top line revenue growth
  - Costs
  - Cash flow
  - Investment required → ROA
  - Value of company estimations
  - Exit strategy

# Slide #6: Why You?

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- Team today
- Team future
- Competitors and Sustainable Competitive Advantage

# Slide #7: Summary and ASK!

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- Summary of three key points
- Then have your “ASK”!

# Critical Success Factors

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- ▶ Passion
- ▶ Experience
- ▶ Market opportunity
- ▶ Proven customer value proposition/traction
- ▶ Team → Quality of Presentation and Ability to Tell the Story
- ▶ Sustainable competitive advantage
- ▶ Return on Investment
- ▶ Technology/Process/Unique offering
- ▶ Partnership/trust/fun factor