



FOR THE LIFE OF YOUR BUSINESS

Business Plan Presentation Template

Use this template when creating a presentation for your business plan. Add and remove slides as necessary.

Review the finished presentation with your [SCORE mentor](#) before presenting to a bank or potential partners/stakeholders.

Visit www.score.org or call 800-634-0245 to find a chapter near you.

[Company Name]

Business Plan

Mission Statement

- A clear statement of your company's long-term mission.
 - Try to use words that will help direct the growth of your company, but be as concise as possible.

The Team

- List CEO and key management by name
- Include previous accomplishments to show that these are people with a record of success
- Summarize number of years of experience in this field

Market Summary

- Market past, present, & future
 - Review those changes in market share, leadership, players, market shifts, costs, pricing, or competition that provide the opportunity for your company's success.

Opportunities

- Problems and opportunities
 - State consumer problems, and define the nature of product/service opportunities that are created by those problems.

Business Concept

- Summarize the key technology, concept, or strategy on which your business is based

Competition

- Summarize competition
- Outline your company's competitive advantage

Goals & Objectives

- Five-year goals
 - State specific, measurable objectives.
 - State market share objectives.
 - State revenue/profitability objectives.

Financial Plan

- A high-level financial plan that defines the financial model and the pricing assumptions and that reviews yearly expected sales and profits for the next three years
 - Use several slides to cover this material appropriately

Resource Requirements

- Technology requirements
- Personnel requirements
- Resource requirements
 - Financial, distribution, promotional, etc.
- External requirements
 - Products, services, technologies that must be purchased outside the company

Risks & Rewards

- Risks
 - Summarize risks of proposed project
- Addressing risks
 - Summarize how risks will be addressed
- Rewards
 - Estimate expected pay-off, particularly if seeking funding

Key Issues

- Near term
 - Isolate key decisions and issues that need immediate or near-term resolution.
- Long term
 - Isolate issues needing long-term resolution.
 - State consequences of decision postponement.
- If you are seeking funding, state specifics