**10 Secrets for Entrepreneurial Success Business Plan (*Pitch Deck*) Template**

**Cover Page (*Intro Slide*)**

Logo

Company Name

Contact Information for all founders

Define the company/business in a paragraph

**1. Concept**

**Product or Service**

What is it? What isn’t it?

Functionality & features

Do you own any intellectual property?

Your Development roadmap (milestones going forward).

**Why now**

Lay out the historical evolution of your solution.

Define recent trends that make your solution possible, especially changing technologies.

**2. Customer**

**Problem**

Describe the pain of the customer (or the customer’s customer - a parent buying for their child for instance).

Outline how the customer addresses the issue today.

**Market**

Describe the size of the market.

Create several unique customer/buyer profiles.

**Go-To-Market Strategy**

Sales & distribution model (what are the marketing channels to get your product/service to your customers)

**3. Competitors**

List specific competitors.

List competitive advantages/disadvantages you have compared to them.

**4. Competence**

Your Team: Each person’s competencies and roles

Board of Directors

Board of Advisors

Your Holes and how you’ll fill them

**5. Cash**

Sources of Funds/ Uses of Funds

Cash flow

Capitalization table (how will equity be divided up)

The investment you are seeking and terms

**6. Value Proposition**

What is your product/service value proposition that will improve your customer’s life (how is it better, faster, cheaper, different?).

**7. Business Model**

Calculate and specify in detail your profit per unit

What is your sale per customer?

What is your lifetime customer value? How much will they buy over their life?

**8. First Customer**

Who can be considered low hanging fruit?

Who can be great customer evangelists for you?

**9. First Million**

How big can this business grow - annual revenue?

How would that happen?

How many units do you need to sell to generate a million dollars in sales a year?

**10. Exit Strategy**

Do you plan to exit?

When do you intend to exit?

Who might acquire your business and why does it make sense for them?

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