

## 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?