

ENTR 3000 Summer 2018 Jack M. Wilson

This is the format for the term project that is due on **July 21, 2018 by 5pm.** The hybrid business plan (about six pages for the narrative -not including the Cover Page, Table of contents, and Business Model Canvas) has this template:

1. Cover Page: company name, address, phone number, date, contact person, web site, Facebook, Twitter, etc. Confidentiality statement
2. Table of Contents
3. Executive Summary of 1 page (critically important)
4. Business Model Canvas. (1 page) then the following pages add details to some of these.
5. Value proposition: What problem(s) are we solving for our customers? What customer needs are we satisfying? What value do we deliver to the customer? What bundles of products and services are we offering to each customer segment?
6. Key activities of the venture:
7. The team: This is not an explicit part of the business model canvas, but it is one of the most important items to investors as we will see in the next chapter.
8. Customer segments:
9. Customer Relationships:
10. Channels to reach the customer:
11. Revenue streams: What value are our customers ready to pay for? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to the overall revenue
12. Key Partners:
13. Cost Structure:
14. Key Resources: What key resources do we need for: our value propositions, our distribution channels, our customer relationships, our revenue streams?
15. **The Ask.** What do you need from the reader?

We are looking for about six pages for the narrative -not including the Cover Page, Table of contents, and Business Model Canvas. This is a guideline and not a strict limit.

The next page has the business model canvas template:

Business Model Canvas Company Name _____ Preparer
Name _____

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	