



THE IVMF VETSMALLBIZ GROWTH CHALLENGE

WRITTEN PLAN PRESENTATION

1. Executive Summary (5%)

Clear, exciting, and effective as a stand-alone overview of the plan. Includes a brief description of each succeeding section of the plan and can be read in 5 minutes.

2. Company, Concept & Product(s) and/or Service(s) (10%)

Includes business vision, structure, history, and concept (value proposition). Discuss product/service offered, with key features and benefits, current stage of development, and competitive advantage. Should also include entry and growth strategies.

3. Industry (10%)

Provides industry information to include current size and growth outlook. Presents growth trends and key driving forces within.

4. Market Research & Analysis (10%)

Highlights all aspects of the market to include: size, trends, segmentation, customer demographics and behaviors, and competition. Shows that business owner knows their market, customer, competitive edge, and relevancy.

5. Economics of the Business (10%)

Covers revenue drivers, profit margins, fixed and variable costs, start-up costs, economic model, breakeven chart, and durability.

6. Marketing Plan (10%)

Shares overall strategy, pricing, cycles, tactics, advertising and promotions, publicity, customer service, and distribution.

7. Operations Plan (10%)

Includes operating model, cycle, strategy, and legal issues. Covers location, required space and equipment, and inventory capacity and management.

8. Management Team (5%)

Provides overview of the organization including management and their compensation and ownership. Details Board of Directors or Board of Advisors, shareholders, as well as additional support services as needed.

9. Critical Risks, Problems & Assumptions (10%)

Realistically identifies the major internal and external critical risks that could threaten the business and presents viable contingency plans for them.

10. Financial Plan (10%)

Includes a cash flow statement to present a realistic assessment of cash requirements – inflows and



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outflows – over a projected 5-year period. Includes an income statement to demonstrate realistic and attractive income potential of the business. Includes a balance sheet to present a realistic assessment of the working capital and fixed asset requirements of the business.

11. Proposed Company Offering (10%)

Clearly articulates the proposal/terms to investors. It identifies what the entrepreneur is seeking from debt and/or equity investors. Presents a realistic assessment of ROI potential and an appropriate deal structure as well as possible exit scenarios.

12. Appendices