Venture Capital Business Plan Outline

1. Executive Summary
   Short description of:
   Business objectives
   Principal products or services
   Technology and development program
   Market and customers
   Management team
   Financing requirements

2. Company description
   History and status
   Background and industry
   Company's objectives
   Company's strategies
   What makes the company different from others

3. Products
   Product description and comparisons
   Innovative features (patent coverage)
   Applications
   Technology
   Product development and R&D effort
   Product introduction schedule and major milestones
   Future products (product evolution)

4. Market
   Market summary and industry overview
   Market analysis and forecasts
   Industry trends
   Initial product(s)

5. Competition

6. Marketing program
   Objectives
   Marketing strategy
   Sales and distribution channels
   Customers
   Staffing
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7. Manufacturing

8. Service and field engineering

9. Facilities

10. Management and ownership
    Founders and key employees
    Stock ownership
    Organization and personnel
    Future key employees and staffing
    Incentives (stock option and stock purchase plans)

11. Capital required and use of proceeds

12. Financial data and financial forecasts
    Assumptions used
    3-year plan
    5-year plan

13. Appendices
    Detailed management profiles
    References
    Product descriptions, sketches, photos
    Recent literature on product, market, etc.

One of the sections not specifically set out above which may be appropriate in the context of a given plan, is a "milestone" section, the forecasted major events in the life cycle of the enterprise and a timetable for their achievement.