

Business Plan Guidelines for Startups

Please prepare 10-15 slides that include the following information:

Executive Summary/Elevator Pitch

- Introduce the startup entity
- Clear, concise overview of the value proposition

The Problem

- What is the unmet need?
- How big is the problem? (Total Addressable Market)
- Who are the target customers?
- What indications are you targeting?

The Solution

- What is your solution to the problem?
- Why is your product better than existing products?
- How much of the market do your products address? (Serviceable Available Market)
- What part of the market will you capture? (Serviceable Obtainable Market)

Competitive Landscape

- Who are your competitors?
- What do you offer that your competitors do not?

Risk Analysis

- Identify any regulatory, business, or technological risks
- What would cause this product or the company to fail?

Technology Development Pathway

- Gant chart or other detailed, milestone-driven timeline for product development
- Regulatory strategy and timeline (including Clinical Trials, if appropriate)

Financial Pro Forma

- What are your production costs?
- How will you price your product?
- Five (5) years of sales projections

Funding Needs and Strategy

- How much money is needed to get to market?
- How much money do you have now and when will you need more?
- How will the company pay for patent expenses?
- Are you seeking non-dilutive funding?
- What is the timing of your Seed or Series A, B, C raises?

Team

- Identify CEO and other C-suite members
- Clarify if JHU faculty/staff are founders or C-suite members
- Identify additional talent needed