



# Business Plan Outline

Investment applications under our Venture Capital Fund (and Breakthru) require the submission of a business plan. This outline is provided as a guide only, and we understand that some early-stage enterprises may not be able to complete all sections until they are operating or in a position to obtain certain kinds of information. However, the more complete the business plan is, the easier it will be to understand and evaluate your proposition.

Speculation should be clearly stated, with reasoning for any assumptions made.

Although the NBIF does not prescribe a set format for a business plan, this one lists what we are looking for in general.

## 1. EXECUTIVE SUMMARY

## 2. SUMMARY OF THE OPPORTUNITY AND COMPANY

- a. The opportunity – What is it? How does it work? What is the business model? How will it grow? Which strategic industry is it in?
- b. Company history – How did the opportunity occur to you. How did you get started? Who is on board? What have you done so far?

## 3. OVERVIEW OF PROPOSED PRODUCT, SERVICE OR TECHNOLOGY

- a. Describe the product, service or technology in detail. What it does. How it works. How it is used. What it looks like.
- b. Describe the innovation – What is new about your product, service or technology? How is it different from what is available now?
- c. Value proposition and customer needs – Why does your customer need it? What is in it for them?
- d. Intellectual property position – Is any part of your proposition patented, copyrighted, trademarked, or registered? What is the status?

#### **4. MARKET OPPORTUNITY**

- a. Market analysis – Describe the overall market, the primary industries associated with it, and how your opportunity fits in.
- b. Target market – Describe the portion of that market you will target. Describe the customers and users. Why they are the ones that represent your value proposition?
- c. Competitive landscape – How is your target market meeting its needs now? Who or what is the competition? How is your product, service, technology or business model different from theirs? Do you see opportunities they don't?

#### **5. COMPANY MANAGEMENT**

- a. Description of the key personnel in terms of their talent, skills and experience.
- b. Human resources plan – Description of positions that need to be created, how they will be filled, and when.
- c. Resumes of founders and existing or proposed shareholders.

#### **6. DEVELOPMENT PLAN**

- a. Description of product, service or technology development milestones and proposed timeline.
- b. Description of sales and marketing strategy, including revenue model.

#### **7. FINANCIAL PLAN**

- a. Projected cash flow statement
- b. Investment needs, short-term and long-term financing requirements.

[Click here](#) to access Shad Valley International's spreadsheet models, examples, and instructions for completing the financial parts of your business plan.

Please submit your request electronically in Microsoft Word or PDF Format to [proposals@nbif.ca](mailto:proposals@nbif.ca).

If your proposition doesn't clearly fit with one of our strategic industries, or if you have questions regarding information disclosure or omission based on the above outline, please contact us so we can assess it and give you feedback about its eligibility. We can make suggestions or direct you to other funding sources. While the New Brunswick Innovation Foundation will make reasonable efforts to ensure that each application is managed with confidentiality, it will not assume responsibility of any nature of kind, either directly or indirectly, for misappropriation or misuse of information by reviewers or evaluators engaged by the foundation in the assessment of the application. Therefore, applicants should refrain from submitting any proprietary information with their initial application. Should additional information be required, the foundation will advise the applicant.