

Business Plan Outline source: HBR Press

- **Describing the Opportunity**
 - Presenting your idea
 - Analyzing the business environment
- **Introducing Your Management Team**
 - Highlighting qualifications
 - Presenting the team as a unit
- **Bringing Your Product to Market**
 - Operations plan
 - Marketing plan
- **Projecting Financial Risk & Reward**
 - Preparing your financial plan
 - Anticipating readers concerns

Marketing Plan

- Target Market – describe your consumer (persona)
- The Four P's
 - Product
 - Price
 - Place
 - Promotion
- Positioning