

eBusiness Plan

1. The Executive Summary

- Describe who you are:
- Describe the company:
- Describe the market:
- Describe senior management:
- Describe your financial request (written or tabulated):

2. The Management Team

- The technical expert
- The business manager
- Cover strategic/leadership; technical/IT; sales/marketing, legal; HR

3. Company History

- 1) Relevant expertise the company possesses
- 2) Relevant marketing expertise to facilitate market entrance
- 3) How the idea for the e-Business originated

Is it a new company?

- When was it founded?
- How was it funded?
- Who were the founders?
- Why was it founded?
- Mission and goals

How was the e-Business idea arrived at?

- It was derived out of an existing product or service
- What's the market share for the existing product or service?
- If it is a service, how do you propose to turn it into an e-Business?
- It is a new idea
- Provide market data to demonstrate validity of the new idea

Make the case for the e-Business

In one paragraph summarize your e-Business concept.

4. Product/Service Description

- 1) Features – e.g. what the product/service does in detail
- 2) Benefits – e.g. what makes product/service commercially viable? (i.e. worth paying for)

- Prototype screen grabs
- User journey images

5. Business Opportunities

- Pinpoint different markets (i.e. market segments)
- Size and value of market
- Competitive advantage
- Market research via:
 - Online surveys & polls in forums/groups

- Informal qualitative data
- Panel sites - <http://www.toluna-group.com/en/products/quicksurveys/>
- Purchased research paper(s)
- Survey via email to paid list

6. The Competition

Existing competitors		
Company Name	Threat presented?	How to minimise threat?
New competitors		
Company Name	Threat presented?	How to minimise threat?

7. Research and Development

Value and level of investment over fixed time periods.

8. Pricing

- Revenue models

eBusiness revenue models:

- Brokerage – fee / commission per transaction
 - Advertising – high traffic, display advertising of various types
 - Infomediary - information intermediaries who collect and re-distribute data
 - Merchant – web catalogue through to clicks and bricks
 - Manufacturer (Direct) – channel disintermediation
 - Affiliate – affiliate networks
 - Community – high user loyalty & investment of time/emotion
 - Subscription – part/total subscription fee
 - Utility – metered usage/pay-as-you-go
- Projected revenue
 - How will payment be accepted?

9. Marketing Plan

Online value proposition etc
See Chaffey plan example..

10. The Financials

Profit & Loss
Cashflow
Etc

What VCs want

1. Part of a large market
2. Profitability
3. A market leader

4. A properly valued company
5. Realistic projections
6. A good analysis of the competition
7. A high return on investment
8. A 3-5 year return