



Institute for Entrepreneurial Leadership

Business Plan Questionnaire



Business Plan Questionnaire

A. Company History (1/2 page)

Describe your business
Date started
Legal structure
Location (lease/own)
Rationale for establishing the company
Evolution of the business from inception
Current status including latest 12 month revenue estimate
Key milestones to date
How management team was assembled/ownership
How the business is currently funded?

B. Market Need (1/2 page)

What is the current void in the market?
How does your product or service address this void?
Why will people buy your product/service?
Why will they continue to buy your product/service?
How will you maintain your base when there are more direct competitors in your space?

C. Products/Service (1/3 page)

Describe the company's current service(s) or product line
Describe the future services or products that represent growth opportunities
How are your new products developed?
Discuss your production capability or service delivery model
Discuss any strategic partnerships that support product development, production or service delivery.

D. Business Model (1/3 page)

Sources of Revenue
Source of anticipated revenue growth
Path to profitability
Factors impacting revenue growth/profitability

E. Market Demographics/Key Market Drivers (1/3 page)

What is your targeted demographic? (Describe a typical customer.)
How fast is the market growing?
Is there a dominant price leader/competitor?
Has the industry grown in the past five years?
Is there a reason to believe that the industry will grow over the next five years?
Are there economic, regulatory or other macro pressures that will affect your market? How will this impact your business specifically?
Is technology impacting (now or in the future) the industry? How?

F. Competition (2/3 page)

Discuss the competitive landscape in which you compete (direct and indirect)
Name your largest direct competitors and discuss your relative strengths and weaknesses compared to each
What is your competitive advantage?

G. Differentiation (1/3 page)

What does your product brand represent and what are the key characteristics that customers will associate with your brand?
What are the key elements that separate your company from competition?
Why would consumers select your product/service over the competition?
Are there opportunities to improve differentiation?



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H. Sales and Marketing (1 page)

Describe how your product/service will be sold?

What are your key points in your marketing message?

How are these points communicated to customers? What marketing channels will you use?

How will you create brand awareness? Adoption/Usage? Market Penetration? Retention?

Discuss any strategic alliances that you will develop to support sales and marketing efforts.

I. Potential Challenges (1/3 page)

What are the challenges that you face in successfully implementing your business model?

J. Business Strategies/Key Milestones (2/3 page)

What are the primary strategies that you will utilize to be successful in implementing your model? (Address each of the potential challenges discussed.)

What major objectives need to be achieved to implement your business model over the next 12 months?

K. Organization (2 pages)

Organizational structure/ chart (Current and future)

Bios of key managers and responsibilities

Board of Advisors

Professional Advisors

L. Financial Reporting

Amount of funding sought and the uses for this funding

What is your proposed repayment plan or exit strategy for debt/equity investors?

Financial History (3 years)

Financial Projections (3 to 5 years) with key financial assumptions



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Start-up Expenses/Investment Requirement (if applicable)

	Amount
Property/Equipment purchase	
Initial inventory	
Rent	
Marketing/advertising	
Equipment leases	
Consultants	
Professional services (accounting, legal, etc.)	
Training	
Insurance	
Working Capital	

Financial Projections Key Assumptions

Revenue (include # of customers, selling price, avg. # of items sold per customer)
Cost of Sales (include unit cost, # of units, commissions)
Operating Expenses