

Business Plan Drafting Workshop

For Bangladeshi IT Companies
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Business Plan Suggestions

- Executive Summary:
 - Describe the basic business model
 - Name your major customers
 - Provide basic financials (run rates, cash flow even point, profitability point, 5 yr revenue projections)
 - Include overview of management with focus on relevant domain experience
 - Identify competitive barriers
 - Be brief
- Business Plan:
 - Be optimistic, but realistic
 - Know your competition's numbers
 - Be brief

Business Plan Suggestions

- Advisors:
 - Get good people with deep industry knowledge and entrepreneurial track records involved early
 - Understand that investors will call them
- Focus on how and why prospective customers will buy from you.
- Focus on business milestones (more than calendar dates)
- Don't focus on technology – stick to the business case

Business Plan Suggestions

- Plan how to build your company without any outside investment (bootstrap). Then figure out how you can do it with outside investment.
- Most business plan judges focus on
 - Customer needs
 - Value proposition
 - Sustainability
 - Team

Sources/Adaptation from: Kenneth Morse, Managing Director, MIT Entrepreneurship Center, "Some Suggestions For Writing Business Plans that Raise Money"