



Where could
your business grow
with a share of
\$500,000?

"The **EnterPrize Challenge** helped us take a look at our business strategies and determine if our business plan was solid" – Tim Dannels, The Oxbuilt Company

Visit AmarilloEnterPrizeChallenge.com for more information and registration!

Thursday, October 10th 2013

Group Coaching: The business/Investor Fact Sheet

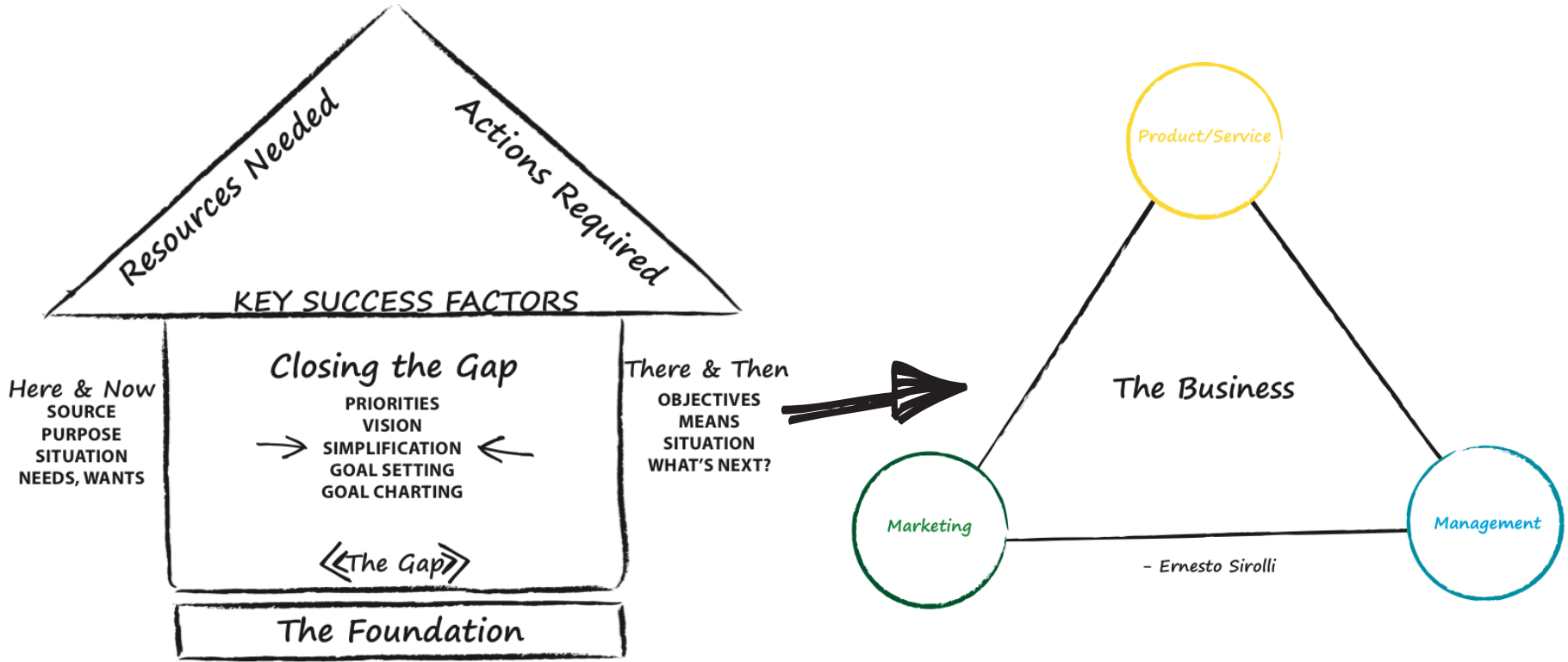
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WTEnterpriseCenter

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AMARILLO TEXAS
The Amarillo Economic Development Corporation

The Business



What makes “a business,” a business?

- Who you are ... not what you do
- Moving beyond hobby to having customers ... growth
- When is growth possible?
- When systems/processes replace the owner
- Profitability
- Scalability

Legal Structure

- Describe your legal structure
- Is your legal structure properly aligned with your strategy?

Strategic Intent

- Mission/Vision
- Why does your business exist?
- Forward looking strategy
- What do you hope to accomplish with this business plan?

Goals

- Specific
- Measurable
- Achievable
- Realistic
- Timeline
 - Short term (one year)
 - Long term (more than one year)

Connecting the Dots

- Strategy to Execution
- Where is your business, where is your business going

Company Name

Primary Contact Name and Title

Address

City

State

Zip

Phone Number

Email

Web

Management:

Titles, names, and previous, relevant experience

Key Advisors/Board Members:

Industry:

Number of Employees:

Bank:

Law Firm(s):

Amount of Financing Sought:

Current Investors:

(\$Amt. Invested) Any Venture Capitalists, Private Investors, Investment Banks, or Personal Funds

Use of Funds:

i.e. Product development, marketing/sales, distribution, etc...

Business Description:

Clear description of your business- start with a one sentence, clear description of your business.

Company Background:

Provide a short summary of your company background. What was the genesis of this concept and how did your company get started.

Problem/Solution:

Discuss the key pains in the industry and quantify how big they are (time, \$\$, etc.). What is currently being done to solve these pains?

Products/Services:

How is your product/service uniquely qualified to solve this pain. Convey to the investor that the company and product truly fill an unmet need in the marketplace. The characteristics that set the product and company apart from the competition need to be identified (competitive advantage).

Technologies/Special Know-how:

Discuss the sources of your technology and highlight the aspects of your product that may be protected by IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors.

Markets:

Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate.

Competition:

List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.

Business Model and Distribution Channels:

How will you sell and price your product (subscription, license, recurring revenue, etc.). Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, VARs, channel partners, etc...).

Financials:	Historical			Projected		
	2011	2012	2013	2014	2015	2016
Revenue:	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$
Net Profit:	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$

(dollars in thousands)

Questions?

www.AmarilloEnterPrizeChallenge.com

Or call

806-374-9777