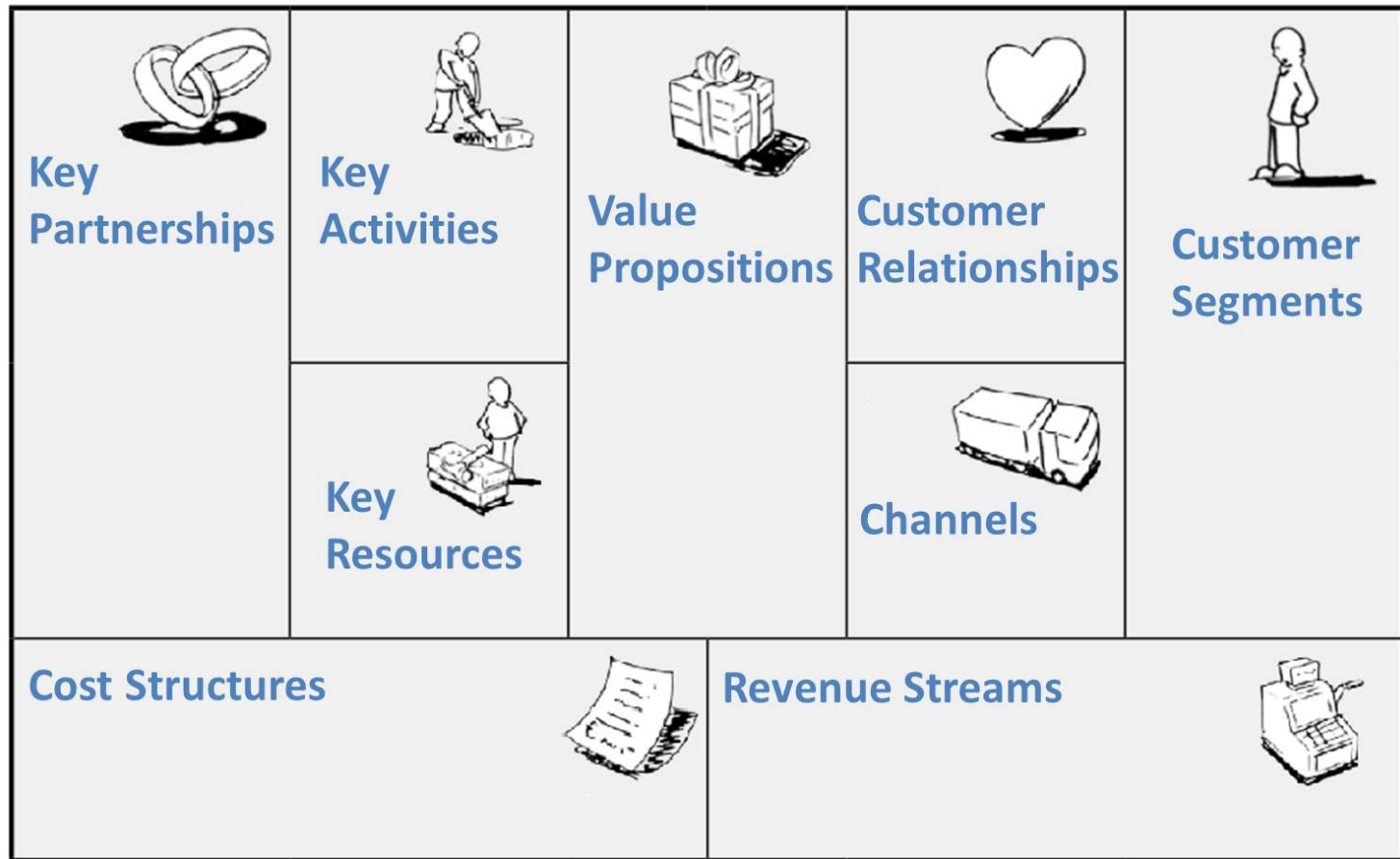




AMARILLO ENTERPRIZE CHALLENGE

Tuesday, September 27th
Investor Fact Sheet/Plan of
Attack

Business Model Canvas Overview



Investor Fact Sheet

Investor Fact Sheet Company Name

Contact name and title
Address
City, State, Zip

Phone number
Email address
Website

Management Team:
Name and titles

Industry:

Key Advisors/Board Members:

Number of Employees:
FT, PT and projected

Bank:

Law Firm(s):

Amount of Financing Sought:
i.e. \$2M equity

Current Investors: Total amount of equity investment, name of investor and % of ownership

Use of Funds: i.e. Product development, marketing/sales, distribution, etc...

Business Description: Brief description of your business-legal structure, when formed, why the business was started and etc.

Problem/Solution: Discuss the key pains in the industry and quantify how big they are (time, \$\$, etc.). What is your solution?

Products/Services: Describe your products and/or services. How does your product or service solve the pain identified above? Describe your value propositions.

Competitive Advantage: Identify your competitive advantage(s) - do you have strong know-how, an expansive network, high switching costs, long-term contracts, is there a steep learning curve? IP is helpful here, but usually not sufficient. What creates barriers to entry for competitors?

Markets/Market Opportunity: The pain in the market should translate into a market opportunity. 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: Briefly describe the competitive outlook and dynamics relevant to the market in which you will operate. Identify any current or potential direct and indirect competition.

Business Model and Distribution Channels: How does the business make money? 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.).

Revenues:	Historical			Projected		
	2014	2015	2016	2017	2018	2019
Income:	\$	\$	\$	\$	\$	\$
Net Profit	\$	\$	\$	\$	\$	\$
(\$ in thousands)						



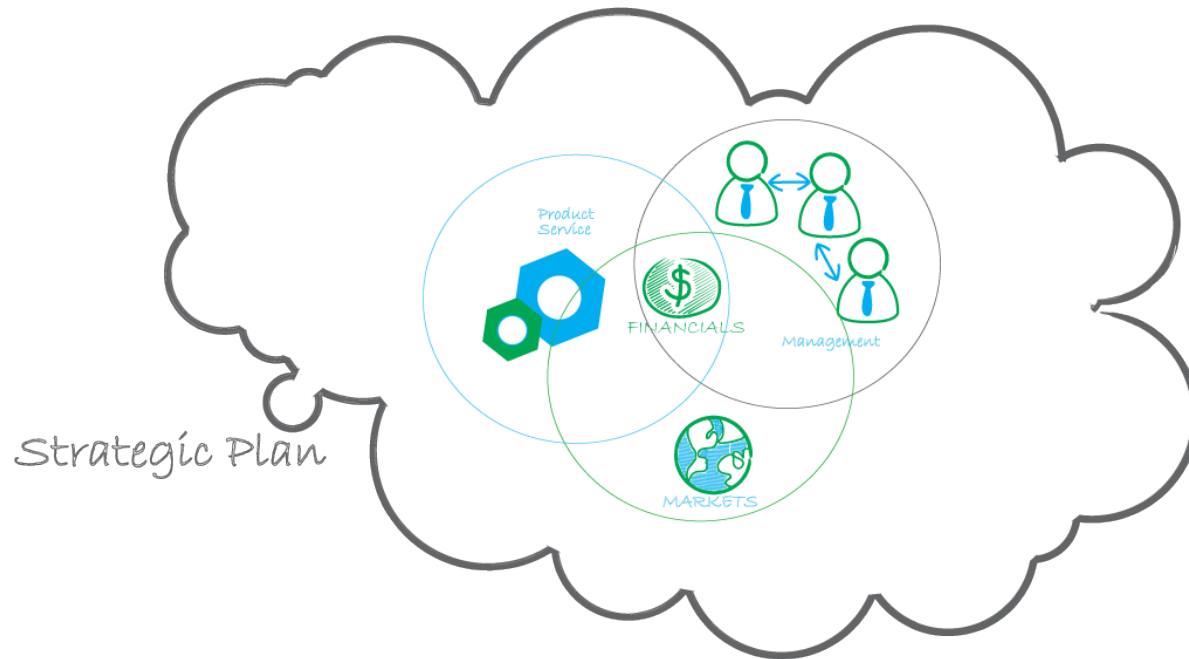
Investor Fact Sheet

Investor Fact Sheet Scoring

• Viability	20
• Team and Partners	15
• Financial	10
• Growth	15
• Go-to-market strategy	15
• Competition	10
• <u>Advancement</u>	<u>15</u>

Total: 100

The Business/Plan of Attack



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

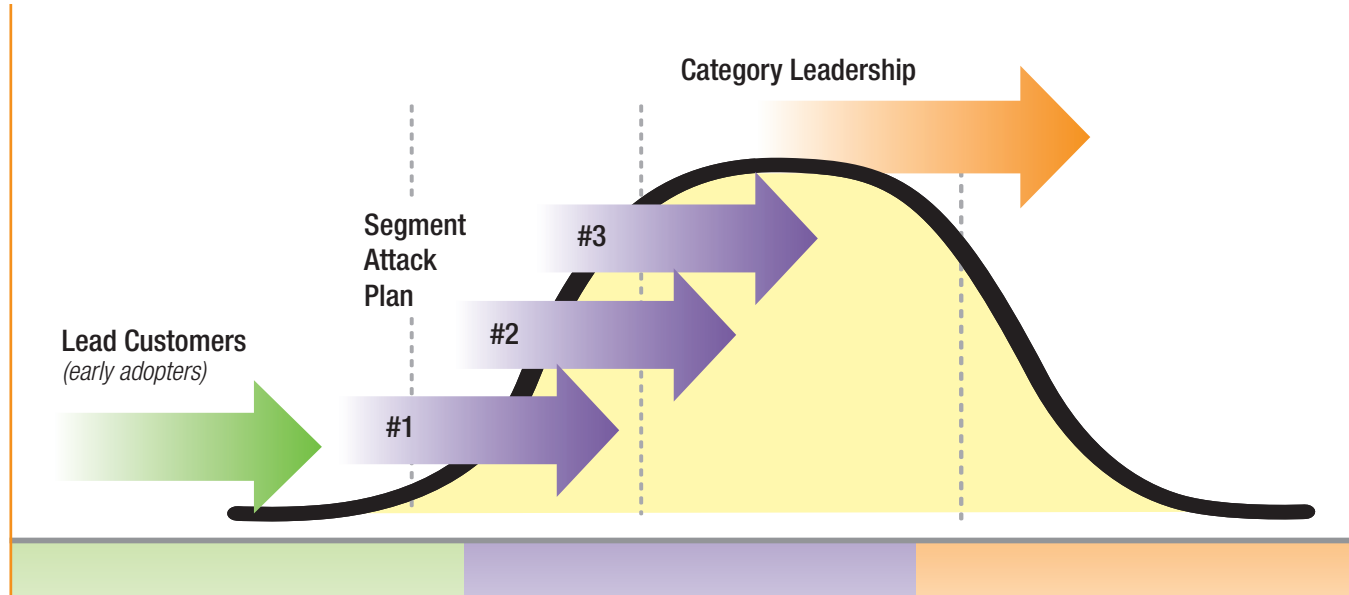
Strategic Intent

- Mission/Vision/Mantra
- Why does your business exist?
- Forward looking strategy
- What do you hope to accomplish with this business plan?
- Describe your legal structure
- Is your legal structure properly aligned with your strategy?

Goals

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

Path to Market



- Product/Service Offering
- Customer Discovery
- Customer Validation
- What is your strategy? Plan?

Investor Fact Sheet Due October 14, 2016 by 5pm!

NEXT WORKSHOP: **TUESDAY,**
NOVEMBER 8th 11:00am – 1:00pm
Business Plan Prep

Please RSVP at AmarilloEnterPrizeChallenge.com
(for food count)

Questions?

www.AmarilloEnterPrizeChallenge.com

Or call
806-374-9777