

MIT Arab Business Plan Competition 08-09
Designing and Winning a Business Plan Workshop
Round II – Business Plan Outline
A. EXECUTIVE SUMMARY (10 Points)

<i>Points</i>	
10	Summary

B. THE COMPANY, STRATEGY, MANAGEMENT, AND ORGANIZATION (26 Points)

<i>Points</i>	
5	Business Mission
14	Management Team
4	Ownership and Management Structure
3	Other Resources

C. THE MARKET AND COMPETITORS (15 Points)

<i>Points</i>	
7	Market
6	Competition
2	Need for Market Research

D. THE PRODUCT OR SERVICE (13 Points)

<i>Points</i>	
5	Product / Service
3	Product Development
3	Identifying Costs / Manufacturing and Operations
2	Risks and Regulations

E. MARKETING AND SALES (15 Points)

<i>Points</i>	
8	Marketing Plan
7	Sales Strategy

F. FINANCIAL INFORMATION (21 Points)

<i>Points</i>	
2	Time Frame (Implementation Schedule)
5	Forecast Assumptions
10	Financial Statements (Forecasted Profit and Loss)
4	Funding Request - Raising Funds: Capital and Debt