



# Writing A Business Plan

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# WHO IS CONTOUR

Started from a business plan competition and \$20,000 in earnings, Contour is has gone from a garage to one America's fastest growing companies with a global brand, award winning products, and world wide distribution.



Inc500 company 2011 (rank #7) and 2010 (rank #183)



2011 Most Promising Company (rank #14)

Award winning products



# BUSINESS PLAN

## What It Is

A summary of what you know about your business...**TODAY**

## What It Isn't

- a home work assignment
- something you can just write
- a guarantee of success
- a fixed plan of what your company is going to be

## Why Should You Write it

To organize your thoughts on a business you already started!



# HOW DO YOU MAKE IT

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Start your company!

Did you start your company yet?

...Seriously, you're already behind.

# WHAT IS THE PROBLEM

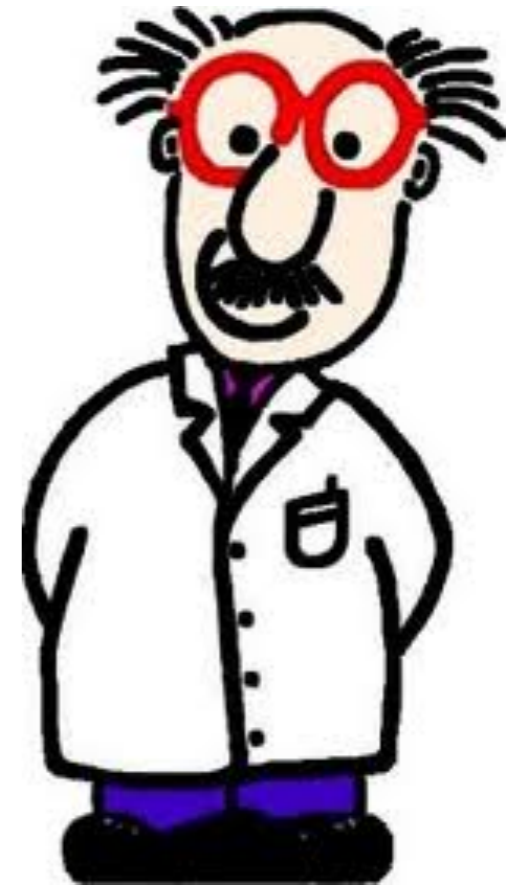
Your initial problem statement is a hypothesis.

You have no idea if this is true

The only way to know it's true is prove it

Get a product in people's hands and see if they use it or pay you for it

...You test this over and over until you know the customer pain point in your sleep!



# WHAT IS YOUR SOLUTION

If people will pay you or can't stop using it you have a solution

If you can, find any way to make a first version as fast as possible

Modify until they pay you or they can't stop using it

If your idea needs millions to make the first product, then you better have a proof of concept or some great technology



# LEARNING BEGINS

Now you can start learning, modifying, and learning some more.

How do you...

- Figure out why customers are using it
- Figure out why they aren't using it
- Figure out why they use it different than you thought
- Figure out how you position it
- Figure out your customers could learn about it
- Figure out how you can get more customers from the ones you already have
- Figure out how to make money or get suck a sticky engagement investors will throw themselves at you



# THE REST

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The rest is how you take your plan to market...

Who is the customer

How many of them are there (market size)

How will you reach them (marketing and distribution)

How do you make money (revenue plan and model)

Why it will win (competition)

What you need to get there (team, capital, etc)



# ONE MORE THING

Starting a business is more serious than a marriage!

Would you marry someone if you never dated?

What you need to know...

- Understand why each of you are doing this
- Agree on the ending before you start!
- Make everyone earn their ownership over the first 4 years
- Your whole team won't make it. Don't pretend they will.





Thank You

## **2012 Business Plan Competition--Screening Round Judging Criteria**

**NOTE:** Scoring based on 1 (lowest) to 5 (highest), with 3 being of the caliber to advance to the next round

### **OVERALL IMPRESSION OF THE EXECUTIVE SUMMARY**

- Does the summary adequately describe the idea -- does the idea make sense?
- Has the team adequately described the pain in the marketplace?
- Do you believe the team has presented a feasible solution?
- Is the summary well written and succinct?
- Does the summary create excitement?

### **MANAGEMENT TEAM**

- Does this management team have the skills required to execute the plan?
- Does this team have the experience to lead a new venture?
- If this management team is weak in either necessary skills or experience, do they list the advisors or mentors who can help them?

### **MARKET OPPORTUNITY**

- Have they adequately described the market and economic opportunity?
- Have they clearly stated their value proposition? Is it a sustainable model?

### **COMPETITIVE STRATEGY**

- Has the team completely analyzed its competitive space?
- Does the summary clearly identify the company's initial competitive advantage or differentiator?
- Does the team have an adequate strategy for defending their market position?

### **GO TO MARKET STRATEGY**

- Is it clear how the company will reach its initial customer?
- Does the summary clearly identify a sales strategy?
- Is the distribution plan clearly defined and reasonable?

### **TRACTION**

- Has the team made progress toward any milestones (licenses, patents, etc...)
- Has the company signed customers and/or channel partners?
- Has the company booked any revenue?

### **FINANCIALS**

- Are the financials consistent with the overall plan?
- Are the assumptions realistic?
- Are contingencies and exit strategies addressed?
- Does the plan describe the funding/resources required to execute on the plan?