
Business Plan Essentials

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MTDC

- 29 years
- 126 early stage investments
- Massachusetts only
- Technology focused
 - Software
 - Hardware
 - Instrumentation
 - Medical Devices
 - Clean energy

Business Plan

- Product / Opportunity
- The Market
- Competition
- Marketing Strategy

Product / opportunity

- How are things done now?
- What's the problem?
- Describe your product
- Product Development Plan, with Milestones
- How will it address the market?
- Barriers to entry/ Intellectual Property

The Market

- Identify initial target market
- Size of potential addressable market
- Credible market research to support claims
- Configuration of the market,
 - Fragmented, oligopoly, etc

Competition

- It's who's trying to solve the same problem,
Not, who's got the same solution
- Comprehensively identify potential competitors
- Identify potential competing technologies

Marketing Strategy

- Who are you targeting as end-user?
- Who writes the check?
- How do you reach them?
- Direct or through partners
 - Why
- Articulate plan to attract corporate partners