

Club 600 Entrepreneurship Award

“ Helping Young French American Entrepreneurs Succeed in the U.S. Market ”

Business Plan Manual / Guidelines

Information available at www.club600award.com

1. Club 600 Entrepreneurship Award: Business Plan Criteria Selection

Plan must be written in English

1. Clarity

2. Fact Based

3. Presentation

4. Entrepreneur Background

5. Project Feasibility / Success

These 5 criteria will determine the attractiveness of candidate's Business Plan

2. Club 600 Entrepreneurship Award: Executive Summary (Mandatory) – 1 Page

A one page brief overview of the business concept

- Product / Services: Description
- Market: Target Customers, Value Propositions, Major Competitors
- Sales / Marketing: Distribution Channels, Test Customers, Revenue Projections
- Action Plan: Key milestones, Financial needs
- Opportunity / Risk

Clearly communicate the product idea's uniqueness

3. Club 600 Entrepreneurship Award: Product / Service – 2 Pages

Describe

Functions / benefits of the product or service fulfills

Status and next steps of product development

- Target end customers / Needs
- Product Uniqueness / Customer Value
- Competitors Products
- Stage of Product Development / Development Milestones
- Product Positioning Vs. Competition
- Licenses / Patents...

4. Club 600 Entrepreneurship Award: Entrepreneur Profile – 1 Page

To outline educational background and relevant experience of the candidate

- Start up / Managerial Experience
- Other members of the management team
- Technical Skills / Abilities
- Resume
- Skills gaps

5. Club 600 Entrepreneurship Award: Market / Competition – 2 Pages

Provide detailed understanding of the market & major competitors

- ▶ Market size & growth
- ▶ Market Segmentation
- ▶ Competition
- ▶ Strengths / Weaknesses Vs. Competition
- ▶ Barriers for entry

6. Club 600 Entrepreneurship Award: Marketing & Sales – 2 Pages

Outline planned sales and marketing activities & provide sales projections

- Key Customer segments / Buying Factors
- Sales Volume Targeted
- Pricing Strategy
- Distribution Channel / Selling Process
- Reference Customer
- Customer acquisition cost: Advertising / Communication plan
- Source of Revenue

7. Club 600 Entrepreneurship Award: Implementation Plan – 2 to 3 Pages

Describe most important milestones for the launch and development of the business
& Identify financial needs

- Key development milestones / Timing
- List of short term investments
- Rough cash flow forecast (2 years)
- Rough P & L statement (2 years and on-going)