
NAME OF COMPANY AND YEAR

1. Executive Summary
2. Business Description
3. Market Analysis
4. Organization Management
5. Sales Strategies
6. Funding Requirements
7. Financial Projections
8. Appendix

EXECUTIVE SUMMARY

Write this last.

Can be up to two pages but should not be longer.

BUSINESS DESCRIPTION

Describe the company and its origins.

State the mission and vision.

Briefly touch on the market.

Briefly cover the market gap.

Provide information on the location of office/offices.

MARKET ANALYSIS

Discuss market research.

Flesh out relevant market data.

Expound on the gap in the market and how your company fits in.

Explain how your firm is superior to the competition.

Hone in on your niche.

Hone in on target customers.

ORGANIZATION AND MANAGEMENT

Flaunt key features of your team members.

Showcase a diverse team with great experience.

SALES STRATEGIES

Focus on onboarding customers.

Define any price points.

Define revenue streams.

Outline the marketing strategy.

FUNDING

Quantify how much you need.

Decide on the funding method.

Include a timeline for the post-funding period.

FINANCIAL PROJECTIONS

Show your business can grow.

Include calculations and models.

Stay realistic.

APPENDIX

Define any proprietary technology referenced in the business plan.

Give definitions for any complex or new terms, especially as they pertain to the blockchain sector.

Cite any supporting documents.
