

Guidelines for Business Plans from the Global Social Venture Competition
[\(<http://www.isb.edu/GSVC2009/index.html>\)](http://www.isb.edu/GSVC2009/index.html)

<p>Executive Summary (2 pages maximum)</p> <ul style="list-style-type: none"> • Business idea or concept • Social mission • The target market and size • The target customers • Competitive advantage • Barriers to entry • Quantified social impact • Revenues and net income for 3 yrs • Funding requirements 	<p>Business Overview</p> <ul style="list-style-type: none"> • Company description and business model • Value proposition- financial • Value proposition- social or environmental • Vision • Current status • Current or committed funding and all funding sources
<p>The Market Opportunity</p> <ul style="list-style-type: none"> • Define the problem, describe the pain • Why is the solution such a great idea? • Competitive analysis (how the problem is not being solved by competitors) 	<p>Market Solution</p> <ul style="list-style-type: none"> • Product or service • Description of a working model or prototype, if appropriate • How you will remove the pain, solve the problem • Ability to create barriers to entry
<p>The Market</p> <ul style="list-style-type: none"> • Identification of customer(s) • Market size, analysis and forecast • Industry analysis and forecast 	<p>Management Team</p> <ul style="list-style-type: none"> • Founders and key management • Industry experience, education • Board of advisors (Critical-- it can augment team experience if needed) • Optional: Board of directors • A statement describing level of involvement of MBA student
<p>Financial Analysis</p> <ul style="list-style-type: none"> • Outline overall financial model with detailed projections through Year 3 including pro forma cash flow and budget analysis • Other analysis, as appropriate (i.e. break even analysis) • Discuss assumptions and capital requirements 	<p>Social / environmental impact analysis</p> <ul style="list-style-type: none"> • Framework by which you are assessing your impact (see Social Impact Assessment Guide III)