



**Primaxis Technology Ventures
Business Plan Template**

This template outlines the specific information that Primaxis Technology Ventures looks for when making an investment decision. Please understand that these headings and questions are *guidelines only* and it is understood that, at an early stage, not all of the sections will be appropriate and not all of the information will be available. However, all of the sections of this document are relevant and the more you answer, the easier it will be to understand the value of your business concept.

There is no set format for a business plan, however packaging the material as we have presented allows Primaxis to quickly understand how your opportunity fits with our investment criteria. Our investment criteria can be broken down into five categories:

- **Technology & Intellectual Property**
- **Market**
- **Management**
- **Return on Investment**

It is our experience that the following template properly documents these criteria.

Any questions concerning this document should be directed to the attention of Andrew Harrison.

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Executive Summary

This section should be no longer than three pages and should detail the following:

- Company Description
- Basic Need and Company Solution
- Technology and Products
- Value Proposition
- Market Opportunity
- Sales Strategy
- Competitive Advantages
- Management Team
- Financial Summary to Date
- Financing Requirements

Company/Opportunity Summary

Company History

- Who founded it and when?
- Where was it incorporated?
- Where are the offices/facilities?

Basic Need and Company Solution

- What is the burning need faced by the market?
- Why are current solutions inadequate?
- How does your solution satisfy the problem?

Value Proposition

- What advantages and savings does your product offer to the market?

Customers and End-users

- Who are your target customers? Who needs this product?
- How will your target customers use your product to their advantage?

Product and Technology Overview

Product and Technology Description

- What is your product?
- What technology is it based upon?
- What is your general technological advantage?
- What is the current state of development of your technology and product?

Intellectual Property

- What have you patented and what will you patent?
- Discuss how your IP protects your technology and technological advantage?

Market Opportunity

Opportunity

- Describe generally the market conditions surrounding your opportunity.

Market Segment Analysis & Revenue Potential

- What is the size/growth of the market you are addressing (bottom-up analysis)?
- How is the market you are addressing segmented?
- What segment of the market do you plan to enter first?
- Which other segments of this market does your solution address?
- What is the revenue potential of each segment?

Target Customers

- Define, very specifically, your target customers. Why you have chosen them and why are they interested your product (real examples of customer interest)?

Sales and Marketing

Revenue Model

- How do you make money from your solution?

Sales Cycle & Process

- What is the value chain in the industry?
- What does the sales process for your solution look like? Who has to be convinced of your solution's merit?
- How long does it take to close a sale?
- What barriers exist in terms of your sales and how do you overcome these barriers?

Sales Strategy & Channels to Market

- How do you plan on selling your solution to your target customers?
- What are the channels to market and how will you choose and cultivate the appropriate channels?
- What customer relationships or industry partnerships will assist your sales efforts? How have you/will you cultivate these relationships?

Marketing Communications

- How will you communicate the value of your solution to your customers?

Competitive Overview

Competitive Technologies

- What other technologies and products exist to satisfy the consumer need?
- What other technologies are in development to replace existing solutions?

Competitive Companies

- Who are your competitors? Write a paragraph on each of them. How does your company plan to address each competitive threat?
- Will there be more or less companies in this market in the near term or the future? What companies from other sectors could extend themselves into the space you are in?
- Comment on the equity performance of similar companies in the market and on relevant M&A activity in the market.

Competitive Advantages

- What are your Sustainable Competitive Advantages? Why will you best your competition in the short term and why will you continue to do so in the future.
- What are the unique selling points of your solution or product? Why will these be compelling enough to convince people to buy your product over your competition?

Note that a lower price, while attractive, is one of the weakest competitive advantages and should not be your only discriminator.

Operations Summary

Technical Development Program

- Technologies in development.
- Technological milestone.
- Short and long-term R&D plans.

Product Development Program

- Products that will be released.
- Dates of each product release.
- Product design and manufacturing plans.
- How will you finance the manufacturing program?

Milestone Summary Table

- Outline all relevant milestone to date and for the next financing period.

Company Management

Management Team

- Who are the founders and executives?
- What start-up and relevant industry experience do they have?

Key Hires

- What are the current deficiencies of the team?
- Who will you have to develop and strengthen your team? Identify key hires post-financing (by name if possible).
- By what dates will these people be on board?

Financials

Key assumptions

- What assumptions have you used to construct your financial statements?

Financial Projections

You should show the following:

- Balance Sheet
- Income Statement
- Cash Flow Statement

Financial Requirements and Deal Summary

- Funding Required
- Prior Funding Received
- Future Funding Required
- Funding Timeframe
- Current Ownership