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# **Business Title**

**Sub header (what we do)**

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**Contact Information**



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## The Market Needs:

# Market Overview

- **Explain what market needs you are trying to fulfill**
  - For developing a new BOP product & service which is truly useful for customers, the clue is always hidden among the lives of local people.
  - Do you have a deep understanding of what people truly need?

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## The Market Needs:

# Market Overview (continued)

Address whichever issues relevant in your presentation:

- Explain what **impediments** in the target market exist
  - Such impediments as cultural, economics, political, social and geographical issues may exist
  
- Explain issues with **how established market players are doing business** in the target market
  - It may be that people simply don't know better, or
  - There may be established market players who do not like new comers to compete
  
- Explain why big businesses are **not** doing business in the target market
  - There may be a cost at issue – how do you make it affordable?

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## The Solution:

# Business Outlines

- What is the proposed solution to the market needs you identified?
- Have you considered **to incentivize all relevant stakeholders** in the market? This means you must find a **win-win solution for everyone** including:
  - Your customer (end user)
  - Your collaborators (manufacturers, distributors, merchants...and established local competitors)
  - Your financiers (sponsors, donors, lenders)
  - Regulators (Government, local officials)
- Your core competence in this business is demonstrated in this page.

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## The Solution:

# Business Model

- **For Profit? (targeting BOP consumers)**
  - Any creative way to pay for product/service?
  - Who pays? How much?
  - Disposable income of your target customers?
  - Any similar business model to mention?
  
- **For Non-profit? (donation based income stream)**
  - Merit/appeal for donors?
  - How do you collect donations?
  - Competing NPOs for the money?
  - Any similar business model to mention?
  
- **What drives your RESOURCE ENGINE?**

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## The Solution:

# Branding Strategy

- **Branding – Ultimate Unfair Advantage**
  - Action plan towards building a brand:
  - Can you identify your market position? (about your positioning)
  - How are you going to project a unique and impressionable image to people which will eventually result in a strong positioning in the market?
  
- **By developing a strong branding, you will create a positive spiral of:**
  - Strong Branding ⇒ Attracting Supporters ⇒ Building Strong Organization ⇒ Building Track Record ⇒ Strong Branding ⇒ Attracting Supporters...and so on.

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**About who we are:**

# **The Management Team**

- **Explain who is involved with your organization starting with yourself.**
- **Organization chart can be useful**

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About what we accomplished/what we did so far:

## History of the Management Team

- This is where you explain about your track record, background in business and technical expertise, etc.
- Explain how you came to know/aware of the issues you are dealing with through this business proposal.
- **Start-up advice: Take one small step at first, and build “a displayable track record.” Continue working, then you will soon be ready for a giant leap.**
- Your core competence in this business is demonstrated in this page as well.
- **What can you be THE BEST IN THE WORLD AT?**

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## Milestones:

# Future Path & Forecasting Financials

- **Setting Goals/Milestones & Business Turnover (\$)**
  - Short-term Goal – Proof of Concept/Building a Prototype
  - Medium-term Goal – Business Start-Up/Launch Phase
  - Long-term Goal –Sustainable Growth Phase