

Status (Not Started, Started, Completed)

Project Mgmt Plan	
Wireframe	
App Development	
Storyboard Video/Presentation	
Business Plan	All teams should incorporate a business plan into their pitch videos & presentations. But senior teams must also submit a 5-page document.
Pitch & Demo Video (with subtitles)	
Pitch Presentation	
	Submission

Business Time Optional - Team members working on the Business Plan, using Microsoft Word (or similar)

Week Seven Priority Your market research should be complete, including a competitor analysis. Building from your Lean and Branding Canvas work, develop a marketing plan and business model.

An exercise that will prove a useful place to start is looking at your Lean Canvas. It will help you organize your thoughts for the business plan as well as put to paper your go-to-market strategy and financial projections. Eventually you will have to go into detail by providing operating cost projections.

To get a sense of how much work goes into a business plan, [see example from Technovation finalist "CoCo"](#). No need to be scared off, but to be realistic about the length of time it will take and the number of sessions it will require, look it over. Fortunately, unlike previous years where the business plans ran into 20-30 pages, this year Technovation is recommending **5 PAGES MAXIMUM**.

- **Executive summary** - A short and concise description of the business.
- **Company description** - Information on what the business does, how the business is different from others, and who the business serves.
- **Products and/or service description** - Define what products and/or services the business sells, explain why it benefits customers, and how the mobile app will be developed.
- **Market analysis** - Give background on the market that the business plans on entering. Include Market Research, like consumer research and competitive analysis. ([See Market Research worksheet](#)) Use

- **Strategy & implementation** - Here, explain how the business will run, or operate, and what's the plan to introduce the product and/or services to the market. Use Branding Canvas and Lean Canvas work that's been completed. ([See Marketing Plan Breakdown & Marketing Canvas worksheets](#))
- **Financial plan & projections** - Summary of how the business will be spending money, making money, and using the money for the future, which is information that can be developed on the Business Model Operating Costs worksheet with the help of mentors. ([See Business Model Operating Costs & Operating Costs Breakdown worksheets](#))

One section to keep in mind as work is being done on these apps is "Product Development". See last week's Business Plan Checklist. Be sure you update your Gantt and Wireframes as you progress, because these can be submitted with your business plan to demonstrate your grasp of how long it takes/it will take to bring the product from proof of concept to pre-commercial prototype to a customer-ready version for early adopters to a larger roll-out and/or deployment upon receiving feedback and making changes. ([See POC to Production worksheet](#))