BUSINESS PLANS

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CONTEXT ON ME!

Goldman Sachs

Corporate

Startups/Founder

Government

NYCEDC
New York City Economic Development Corporation

Academia
WHAT IS A BUSINESS PLAN?
“A critical document for an entrepreneur to organize his thoughts around his new business”

- Brad Feld
BUSINESS PLANS HELP YOU...

• Organize your thoughts
• Communicate your vision and your plan
• Have a master text to pull from
• Keep a living document
• Determine what resource you need
Unless you like Powerpoint!
WHO IS A BUSINESS PLAN FOR?
SCENARIO

• 2 Co-Founders

• Started working together in September

• Want to recruit other team members and enter competitions

• Have done some Primary Market Research (PMR), begun to prototype
WHAT SHOULD BE IN MY BUSINESS PLAN?
SECTIONS OF A BUSINESS PLAN

You should customize to your business + stage

- Mission Statement
- Vision Statement
- Problem you’re solving
- Market landscape + competition
- Your solution + product development plan
- Your initial customer (beachhead market + persona) + go to market strategy
- Value proposition for your customer
- Business model, unit economics + financial projections
- Team
- Financing Plan
YOUR BUSINESS PLAN IS ALL ENCOMPASSING
A FRAMEWORK TO USE

- Who is your customer?
- What problem are you solving for them?
- What is your solution?
- How will they find your solution?
- How will you make $?
- How will you scale for impact?
YOU’LL BE ABLE TO LEVERAGE YOUR BUSINESS PLAN TO COMMUNICATE TO:

• Existing team
• New hires
• Investors
• Partners

….and so on
THANK YOU

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