

# STARTUP BREAKDOWN

## StartUp BreakDown Template

*Congratulations! You have jumped into the StartUp BreakDown and have proven that you have what it takes to be an entrepreneur! The knowledge you will gain throughout this program will allow you to validate your idea as well as set a plan to launch. You have long, exciting days ahead and nothing is more satisfying than making your dream a reality. Once you complete this Template you will have created a customized business summary and analysis which will put you on the path to success!*

*"I find that the harder I work, the more luck I seem to have."*

*– Thomas Jefferson*

*"I failed my way to success."*

*– Thomas Edison*

*"Whether you think you can, or think you can't – you're right."*

*– Henry Ford*

**:: TITLE OF IDEA**

**:: NAME OF ENTREPRENEUR**

**:: EMAIL ADDRESS**

### 0 SUMMARY DESCRIPTION OF THE IDEA

*Provide a brief description of the concept including the origin, current status and vision. Keep it simple so someone not familiar with the industry can grasp the idea (stay away from using industry jargon).*

### 1 WHAT IS THE PROBLEM YOU ARE SOLVING?

*Hints: define the problem in terms of size, scope and severity. Validate the problem by talking to potential customers who are experiencing the problem firsthand.*

## 2 HOW IS YOUR SOLUTION UNIQUE, SUSTAINABLE, AND PROFITABLE?

*Hints: describe your solution in terms of what it does and how it benefits customers (i.e. the Goodness Factor). Also discuss how you will revolutionize your industry and how your solution is unique and sustainable (patents, trademarks or trade secrets). If you have conducted surveys or run beta tests, this is where you would share the data.*

## 3 HOW BIG IS THE MARKET YOU ARE ADDRESSING AND WHO ARE YOUR CUSTOMERS?

*Hints: describe the market and the trends (size, growth rates, pricing, pace/impact of innovation, etc.) in a way that is favorable to your new idea. Also, define your target market, how they will be made aware of your product or service, and any results to date.*

## 4 HOW WILL YOU GENERATE REVENUE?

*Hints: describe your pricing strategy as well as the expected costs to deliver your product or service to customers. If you have revenue projections, a breakeven analysis or other financial data, include here.*

## 5 WHO IS YOUR COMPETITION AND WHAT IS YOUR COMPETITIVE ADVANTAGE?

*Hints: describe your competition and why your solution is different and better. Define the strengths and weaknesses of your competition and how your competitive advantage can be maintained over time. You may also want to identify how the competition may change over time (threats and opportunities) and how you are positioning to take advantage of these trends.*

## 6 WHO ARE THE MEMBERS OF YOUR TEAM?

*Hints: provide details on the team's experience, skills, roles and responsibilities and why this is the right team to execute and be successful. Describe any skills that are missing from the team and the plan to fill the gaps. Detail your plans to create a board of directors and/or advisory board (or provide details if they exist).*

## 7 WHAT IS THE CONCEPT'S CURRENT STATUS AND WHAT ARE THE MOST IMPORTANT NEXT STEPS?

*Hints: Describe significant milestones accomplished to date (product, technical, business, fundraising, etc.) and identify the most important milestones that you need to accomplish in this next phase of commercialization (such as product/service development, market release, marketing, fundraising, etc.). Align this activity to a budget and timeline. If you have raised funds (or expect to) provide detail on timing and amounts.*

## 8 WHAT IS THE EXIT PLAN IN TERMS OF TIMING, CANDIDATES, AND VALUE?

*Hints: describe your plan for an exit and what options exist (IPO, sale to strategic partner, sale to financial buyer, merger, joint venture, build the business to grow and harvest the cash flow, etc.). Detail the projected timing for an exit or in the case of building cash flow, when will you achieve meaningful size that allows for distributions. Also, identify potential exit candidates. If you are able, provide insight into projected values for various exit scenarios (comparable transactions, multiples, discounted cash flow, etc.).*

**Congratulations on completing your PROFILE.  
Take the next step and get an expert review.**

**SUBMIT**