

Business Plan Presentation Template

Use this template to create your business plan presentation. Use the slide thumbnails as a checklist for the information you should include. Record your ideas for each slide on the right. You may insert additional slides if necessary.

Mission Statement

- Explain why you are starting your business and what you hope to accomplish.

Industry

- Give at least three important facts about your industry.
- Describe the problem or need that your business will satisfy.

Product

- Describe your product (good or service).
- Highlight any unique features.

Market

- Identify your customers.
- Explain the benefits customers will receive from your product.

Risks and Rewards

- Explain why you need investor money and why your business will be profitable.
- Summarize the risks of starting a new business and how you plan to address them.

The Team

- Identify the type of ownership—sole proprietorship, partnership, or corporation—and explain why you chose this form.
- Summarize your team's strengths.

Investor Funding Rubric

Evaluate each business plan presentation by filling in the table.

- In the top row, write the business name, owners, and product.
- Award points for each category (4 = absolutely, 3 = mostly, 2 = somewhat, 1 = not at all) and calculate the total.
- Use these scores to guide your investment decisions.
- Determine and record the amount you would like to invest in each business. Remember, you have \$5 million to invest.

Business, Owner(s), and Product												
Owners are knowledgeable about the industry and market.												
The proposed product is unique and will satisfy a need in the industry.												
Customers will buy the proposed product.												
Potential risks for a new business are adequately addressed.												
The form of business ownership inspires confidence.												
Score and Comments												
Investment Amount											\$	\$