

BUSINESS PLAN TEMPLATE

NAME OF COMPANY AND YEAR

- | | |
|--------------------------|--------------------------------------|
| 1. Executive Summary | 6. Token Mechanics |
| 2. Business Description | 7. User Adoption |
| 3. Market | 8. Funding and Financial Projections |
| 4. Competitive Advantage | 9. Appendix |
| 5. Management Team | |

EXECUTIVE SUMMARY

Write this last.

Can be up to two pages but should not be longer.

BUSINESS DESCRIPTION

Describe the company and its origins.

State the mission and vision.

Briefly touch on the market.

Briefly cover the market gap.

Provide information on the location of office/offices.

MARKET

Market research.

Flesh out relevant market data.

Explain on the gap in the market and how your company fits in.

Explain how your firm is superior to the competition.

Hone in on niche.

Hone in on target customers.

COMPETITIVE ADVANTAGE

Explain your technology you are using.

What is your lead time advantage.

Share contacts and networks that will help you to grow the business.

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MANAGEMENT TEAM

Flaunt key features of your team members.

Showcase diverse team with great experience.

TOKEN MECHANICS

Explain your token and the value it adds.

Detail monetary policy and token supply management strategy.

Explain how you will decentralize your network.

Elaborate on strategy to get token listed on exchanges.

USER ADOPTION

Focus on onboarding customers.

Define any price points.

Define revenue streams.

Outline the marketing strategy.

FUNDING AND FINANCIAL PROJECTIONS

Quantify how much you need.

Decide on the funding method.

Include a timeline for the post-funding period.

Show your business can grow.

Include calculations and models.

Stay realistic.

APPENDIX

Define any proprietary technology referenced in the business plan.

Give definitions for any complex or new terms, especially as it pertains to the blockchain sector.

Cite any supporting documents.