



**Xcel Energy's Young Entrepreneurs' Conference and Business Plan Competition
University of Wisconsin – River Falls Campus
April 18-19, 2008**

Business Plan Format

Executive Summary (2-page maximum)

- Your business idea or concept
- Your social mission
- The target market and size
- The target customers
- Your competitive advantage
- Barriers to entry
- Estimated year of break-even profitability
- Estimated quantitative social impact
- Three years of estimated revenues and net income
- Your funding requirements

1. Business Overview

- Company description and business model
- Value proposition – financial
- Value proposition – social or environmental
- Vision
- Current status
- Current or committed funding and all funding sources

2. The Market Opportunity

- Why is this business concept such a great idea? Define the problem, assess the need for your product/service.
- Competitive analysis (How the problem is not being solved by the competitors)

3. Market Solution

- Product or service
- How will you solve the problem or address the need?
- Description of a working model or prototype, if appropriate
- Operations/manufacturing issues – how, where and by whom will the product/service be produced?
- Ability to create barriers to entry

4. The Market

- Identification of customers
- Market size, analysis, and forecast
- Industry analysis and forecast



5. Management Team

- Founders and key management
- Industry experience and education
- Board of Advisors (Critical – it can augment team experience, if needed)
- Optional: Board of Directors (3 required by law, usually not needed until first round of institutional funding is in place)
- A statement describing level of involvement of each student

6. Potential Risks

- Specify some of the major risks associated with your business plan, including but not limited to the following:
 - Technological risks
 - Competitive risks
 - Organizational risks
- Each stated risk should include a brief explanation of how to mitigate, minimize or address the potential risk

7. Financial Analysis

- Outline overall financial model with detailed projections through Year 3, including pro forma cash flow and budget analysis
- Other analysis, as appropriate (i.e. break-even analysis)
- Discuss assumptions and capital requirements

8. Social / Environmental Quantitative Impact Analysis

- Framework by which you are assessing your impact
- You must specifically discuss, where applicable, how you are addressing each of the following areas, but your plan does not need to excel in all of the areas to be considered:
 - Community economic development
 - Community involvement
 - Environmental practices
 - Governance
 - Hiring and workplace practices
 - Sourcing/supply chain

9. Proposed Exit or Harvest Strategy

- Briefly summarize how equity holders will be able to exit the business

10. Funding Request

????Questions????

Please contact Stacy Vollmers at stacy.vollmers@uwrf.edu or 715-425-3335