

BUSINESS PLAN DEVELOPMENT OUTLINE

- 1. Introductory Elements**
 - a. Cover Page
 - b. Executive Summary
 - c. Table of Contents

- 2. Description**
 - a. Overview – What is FIRST?
 - b. Discussion of our Team - Who we are – past/present/future
 - i. Define the team's mission
 - c. Description of products & services - describe our team value
 - d. Positioning – compare us to other teams
 - e. Define Success
 - i. Team Goals
 - ii. Competitions
 - iii. Gracious Professionalism

- 3. Development & Production**
 - a. Development Status – List all steps that must occur each season
 - i. Design
 - ii. Build
 - iii. Test
 - iv. Compete
 - b. Production Process – Define how we design and build our robot
 - c. Costs – Detail the costs involved in building the robot?
 - d. Labor Requirements – Describe how the team members fit together to make a competitive team
 - e. Expenses & Capital Requirements
 - i. Annual Expenses
 - ii. Equipment owned or needed to future team operation

- 4. Sales & Marketing**
 - a. Method of sales – How we raise funds
 - b. Customers – List all potential donors
 - i. Sponsorships
 - ii. Fundraising
 - c. Market Size, Trends & Economics – What affects our donations?
 - d. Competition – Who are we competing against for donations?
 - e. Advertising & Promotion – How do we promote the team to potential sponsors?
 - f. Pricing – What will the donor receive in exchange for their donation?
 - g. Estimated Donations

- 5. Management**
 - a. Describe how the team is run
 - b. Who “Owns” the team
 - c. What are the support services
 - i. Sponsors
 - ii. Mentors
 - iii. Volunteers

- 6. Financials**
 - a. Risks – What risks does the team face each season
 - b. Cash Flow Statement
 - c. Balance Sheet
 - d. Income Statement
 - e. Funding Request & Return
 - i. What we look for in a sponsorship
 - ii. What we give back to the donor