



Round Rock Public Library

Business Plan Competition | Round Rock Public Library

Your Company's Name Business Plan

To be submitted to
The Round Rock Public Library

By March 31, 2022

Team Leader 1
Title
Address, Round Rock, TX
11111
Phone: 512-555-5555
Fax: 512-555-5555
Email: Your company's email
address@yahoo.com
Website:
www.YourCompany.com

Team Leader 2
Title
Address, Round Rock, TX
11111
Phone: 512-555-5555
Fax: 512-555-5555
Email: Your company's email
address@yahoo.com
Website:
www.YourCompany.com

Team Leader 3
Title
Address, Round Rock,
TX
11111
Phone: 512-555-5555
Fax: 512-555-5555
Email: Your company's
email
address@yahoo.com
Website:
www.YourCompany.com

Plan prepared March 2022
by Your Name
Table of Contents

I.	Introduction	3
II.	Summary.....	3
III.	Company Description	3
IV.	Company Background.....	4
V.	Direction.....	4
VI.	The Ask.....	4
VII.	Business Ideation – Lean Canvas	4
VIII.	Reasons to Participate	5
IX.	Use of Proceeds	5
X.	Exit Strategy	6
XI.	Marketing, Sales & Promotion	6
XII.	Industry Outlook and Trends.....	6
XIII.	Competition.....	7
XIV.	Management’s Plan of Operations	7
XV.	Management Team	7
XVI.	The Financials	8
XVII.	Appendix	8

I. Introduction

The Round Rock Public Library is proud to announce their Business Plan Competition for Round Rock-based startup entrepreneurs. Entrants can win \$10,000 to start their business, as well as gain practical insights about starting and growing a business while using [the comprehensive small business resources at Round Rock Public Library](#).

Entrants will utilize [Gale Business – Plan Builder](#), an online resource available at the Round Rock Public Library. Find below each component of the business plan to be submitted for the competition. [Gale Business – Plan Builder](#) has the ability to download each component from within the database. You can choose to download directly from the database or create your own document. If you choose to create your own document, the components listed below are required.

To use Gale Business – Plan Builder, entrants will require a [library card](#) from the Round Rock Public Library and their PIN number.

II. Summary

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Summary section)

For your Summary section, describe your company as you would in a 30–60 second television commercial of your company. This paragraph needs to be to the point and crisp. You need to capture the attention of your reader quickly, or they will not go further. What problem does your company solve? What impact will your company make to the industry you are in? What products and/or services does your company have that make it unique?

III. Company Description

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Basic Information section)

This section of the Business Plan should provide the reader with a more detailed overview of the company and the nature of the product/service offering. It could include the following:

- Company Name and Type
- Mission/Overview
- Addresses
- Classification

- Logo
- Relationships (Clients/Customers, Vendors/Suppliers, Lenders, Investors/Partners, Competitors, Associations).

IV. Company Background

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Company Background section)

What brought you to this point? What made you aware that the products and/or services your company will offer are needed? What experience or mishap led you to create your business? What void in the marketplace will your company fill?

V. Direction

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Direction section)

Describe the need for your company's products and/or services. What have you been working on to solve the problem? What competitive advantage (R&D, product development, patent research or patent filing, etc.) will provide the solution your customers need?

VI. The Ask

(Gale Business Plan Builder – Dashboard- Lean Business Plan – The Ask section)

In this section, tell the investor exactly what you are looking for in terms of the debt/equity that you are seeking for your business. It may be that the amount you are raising will require more than one investor. For this section, which will appear in your business plan's executive summary, we do not recommend disclosing your intent to seek funding from other investors. You can do that elsewhere in the Business Plans section. The focus of the executive summary is to secure interest in your deal from potential lenders or equity partners.

VII. Business Ideation – Lean Canvas

(Gale Business Plan Builder – Dashboard - Business Ideation – Lean Canvas)

This is the Lean Canvas, an internationally-recognized tool designed to help you describe your business in a one-page summary. The "lean" approach to introducing a new product or service was popularized in a book called The Lean Startup by Eric Ries. This canvas is designed to help you quickly assess the strength of your business idea by prompting you to examine essential aspects of your business early in your entrepreneurial journey.

This section could include the following:

- Unique Value Propositions
- Revenue Streams
- Risks Assessment/ Risk Evaluation
- Key metrics
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Internal	Strengths	Weaknesses
External	Opportunities	Threats

VIII. Reasons to Participate

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Reasons to Participate section)

Be direct, and tell your reader, a potential investor, about why they should invest in your company. How much growth do you expect to see? What competitive edge do you hold in your market? In most situations, investors want to know "What's in it for me?" Most often they are looking for financial gain; however, sometimes they will invest because of the social value of your deal.

IX. Use of Proceeds

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Use of Proceeds section)

In this section, you need to explicitly list the amount of funds you are seeking (Sources) and explain how those funds will be used. Please use the Pull-Down menus to build your Use of

Proceeds table to customize it to fit your company's needs. The table will auto-calculate the totals for you.

X. Exit Strategy

(Gale Business Plan Builder – Dashboard - Lean Business Plan – Exit Strategy section)

Investors will want to know the mid- to long-range plans for your business. Investors are interested in how they are going to get their invested funds back, preferably as a multiple of their investment. They want to know if you plan to be in it for the long haul and are planning on building a family dynasty, or if you are going to grow the company to a certain level and then sell, or if you are planning on an initial public offering (IPO). You need to tell them what your plan is. More importantly, you want to have investors that are going to support you, so be up front with them.

XI. Marketing, Sales & Promotion

(Gale Business Plan Builder – Lean Business Plan – Marketing, Sales & Promotion section)

Marketing, sales, and promotion are critical components of a company's success. You should strongly consider hiring an outside firm to write your company's marketing strategy. The goal is to have an independent authority objectively analyze your company and determine the methods and practices you should follow to reach your market. In the end, you need to describe your company's intentions as to which channels will you be operating in, your advertising strategy, the venues for advertising, and the amount of money that will be invested in advertising. What will be your success criteria? What are the sales expectations you plan to achieve? For promotion, what industry events will you be participating in, and how will you access or develop the distribution channels necessary to generate sales?

XII. Industry Outlook and Trends

(Gale Business Plan Builder – Lean Business Plan – Industry Outlook and Trends section)

Characterize the market size, growth percentage, and profit in the business field in which you will be participating. Based on the nature of your company, this should be done from a macro (i.e., world or national) perspective and/or a micro (i.e., region/state/city/neighborhood) perspective. Also, what past or impending changes will create market and business opportunities for your company? For example, if your target market is baby boomers, considerations would include the rate at which they are retiring, how much savings they have, where are they moving to, what problems they face, their interests, and so on. You should clarify the market you are going to participate in from an expert viewpoint.

XIII. Competition

(Gale Business Plan Builder – Lean Business Plan – Competition section)

Every business has competition. It would be rare to have a business that is unique with no other business competing with it in any respect. Be frank with yourself and potential investors. Explain how you will fit into the existing market and differentiate your products and/or services from others. This could be by patent, geography, pricing, service mix, etc. This is a critical section that discerning investors will look over carefully.

XIV. Management's Plan of Operations

(Gale Business Plan Builder – Lean Business Plan – Management's Plan of Operations section)

How are you going to organize the activities of your staff to execute the vision of your company? What will be the composition of your workforce, and how will they produce and deliver the products and/or services to your end users? Investors are looking to fund your business. How prudent will you be with their funds and how will you score success? Certainly, this section will differ based on the type of company you are building: services, goods, or a combination of the two. In addition to addressing operations from start to finish, also include a paragraph or two that describe distribution and sales.

XV. Management Team

(Gale Business Plan Builder – Lean Business Plan – Management Team section)

Investors sometimes view the management team more objectively than the actual business. The belief is that a good management team can make a mediocre company profitable, whereas a mediocre management team can ruin a good company. Select management team members carefully and not simply as placeholders. Don't pack your management team with temporary, unqualified persons—this will not help you. Think hard about the organizational chart and select titles that you have filled or anticipate filling. Generally, it is good to provide the following for each member of the management team: name, age, relevant background, brief job history, and level of education.

XVI. The Financials

(Gale Business Plan Builder – Dashboard – Financial Projections)

The purpose of the financial section of the plan is to convince the reader that the venture makes sense from a financial standpoint. You must be able to translate the idea into a plausible set of financial projections which address procurement, allocation, return on investment, and cash management.

Required statements include:

- Start Up Cost
- Business Plan Assumptions
- Balance Sheet 3-Year Summary - Income Statement 3-Year Summary
- Statement of Cash Flows 3-Year Summary

- Income Statement Monthly (Years 1-2), Quarterly (Year 3)
- Statement of Cash Flows Monthly (Years 1-2), Quarterly (Year 3)

- Break-Even Analysis
- Proposed Sources & Use of Funds – How will you use the winnings in addition to any other sources of capital you may have.
- Notes to Financials with Assumptions

XVII. Appendix

(Gale Business Plan Builder – Lean Business Plan – Direction section)

Appendix Content Options

- Resumes of Key Managers
- Copies of Licenses
- Estimates for any startup costs
- Market Research Results

- Quotes or estimates
- Supplier information
- Letters of Intent from prospective customers
- Key Contracts
- Letters of Endorsements
- Copies of Leases
- Floor Plans
- Sample logo, advertising, brochures
- Legal Documents relevant to the business
- Photos and designs of products or location
- Intellectual Property – Patents, Copyrights, Trademarks
- Census/Demographic data