

The business plan according to Alexander Osterwalder

(from his book Business Model Generation)

- Executive summary
- The team
- The business model
 - Vision, Mission and values
 - How the business model works
 - Value proposition
 - Target Market
 - Marketing Plan
 - Key resources and activities
- Financial analysis
 - Breakeven analysis
 - Sales scenarios
 - Capital spending
 - Operating costs
 - Funding requirements
- External environment
 - The economy
 - Market Analysis
 - Competitive advantages of your business model
- Implementation roadmap
 - Projects
 - Milestones
 - Roadmap
- Risk analysis
 - Limiting factors and obstacles
 - critical success factors
 - Risks and countermeasures
- Conclusion