

## **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