# New Venture Business Plan

**Background/History of New Venture:**

* History and formation, legal organization (C corporation, LLC, partnership…)
* Team, qualifications of team members, and critical roles of each member of the team
  + JPL Employees
  + Non-JPL Employees
* Stake that employees have in New Venture

**Background and analysis of market(s) that New Venture will operate in (as applicable)**

* Size of market, state of the existing services and products in the market, how market is changing
* Market opportunities, and strategy for New Venture to tackle such opportunities
* New Venture’s unique strengths and capabilities to exploit market opportunities
* Competitive analysis – strengths and weaknesses of competitors for existing and future new products

**Strategic Plan for New Venture’s Products and Services (as applicable)**

* New Venture’s products and services and how they will address market needs and opportunities, overcoming competitors’ advantages with its team, products, and services
* Envisioned customers of New Venture and why such customers will need New Venture’s products and services
* Sales strategy for New Venture
* Strategy for New Venture to drive adoption of its products/services/technology in the face of existing and future alternatives given its scare resources
* Exit opportunities – why New Venture would be an attractive acquisition or IPO

**Challenges (as applicable):**

* Technical Challenges
* Potential weaknesses of New Venture (e.g. scare resources), and how to address/hedge
* Execution challenges
* Threats

**In order to comply with JPL Ethics policies:**

* Position and work assignments at JPL, why this will not conflict with role in New Venture
* How New Venture will comply with JPL Rules for Outside Activities (Doc ID 58718)
* New Ventures customers (or potential customers) that JPL is also doing business with, why there is no conflict
* New Venture licensing technology that JPL is working with its business partners on, and why there is no conflict

**Financials (as applicable):**

* New Venture has raised $\_\_\_\_\_ through the sale of [common shares, preferred shares, debt]
* New Venture received the following government awards:
* Brief revenue and expense projections (don’t forget marketing and selling costs)
* Milestones necessary to achieve future financing rounds at an increased valuation