

Business angels will usually look for the following

1. Executive summary¹ (*ca. 2-3 pages*)
2. Presentation (ppt) (*ca. 10-20 slides, may include a short video*)
3. Businessplan incl. financial plan (*ca. 20-50 pages*)
4. Prototype (working or partially working)

if 1. + 2. are given, it is fine for an initial presentation. Delivering 3. a few weeks after an initial presentation is ok. Sometimes, if there is only a prototype but the prototype is very convincing, still feel free to contact us

Typically, a business plan/presentation/exec-summary should contain

1. Executive Summary
2. Problem
 - *the problem you are addressing*
3. Solution
 - *describes the offered products/services / value proposition*
4. Vision/Mission-Statement
 - *where do you want to be in a few years time / how do you want to achieve it*
5. Market Analysis / Competitive Analysis
 - *macro view: the market environment in your sector in general*
• *micro view: demand/supply for similar products/services*
6. Marketing Strategy
 - *how do you plan to sell your products/services*
7. Business model
 - *How do you plan to derive revenues from your products/services*
8. Team and organization
 - *founders team / shareholder structure / organizational chart of employees*
9. Implementation plan
 - *listing the major milestones for implementing the idea / KPIs for tracking success*
10. Financials
 - *3-5 years projection of income statements and balance sheets*
• *details on required funding, potential exit strategies*
11. SWOT-Analysis
 - *Major strengths, weaknesses, opportunities, threats*
12. Conclusion

¹ Instead of an executive summary, presenting the idea on a business-model lean canvas is a viable alternative (www.leancanvas.com). In addition, the German Business Angels Association (BAND e.V.) recommends the following template: http://www.business-angels.de/DWD/111327/upload/media_6899.doc