

# 7.2 Business Plan

*Directions:* Use this business plan to help your company prepare your 30-second pitch and negotiate the best funding from the venture capitalist.

## About the Company

*The purpose of our company is:*

*What skills do your employees have to make the business successful?*

## The Product

*Describe the product(s) that the company is selling:*

*How does your product stand out from other similar items in the market?*

## Company Marketing

*Who is your target market (the customers you want to reach)?*

*average age:*

*gender:*

*interests and other characteristics:*

*How will people learn about your product?*

*Why will customers want to come to your store?*