Business Plan Requirements

Please include the following in your business plan or investor deck that is submitted as part of the application and due diligence process to Connecticut Innovations.

1. **Technology Description:**
   1. Describe the technology
      1. The technology /product uniqueness
      2. Problem technology solves
      3. Value proposition
      4. Industries served
      5. Origination – University research, own invention, etc.
   2. Proprietary Nature of technology
      1. Describe the proprietary nature
      2. How is it protected?
      3. Patents applied for or granted
      4. Company owned or licensed?
   3. Development Timeline
2. **Market Overview**
   * 1. Target market
     2. Potential customers
     3. Market size; addressable market
     4. Competitive landscape
3. **Business Model – revenue model**
4. **Management** 
   1. List founders and their roles
   2. List key people – include bios
5. **Ownership – cap structure to date**
6. **Financial projections**
7. **Use of funds in detail**
   1. Amounts
   2. Personnel
   3. Milestones reached
   4. How long will funding last?
   5. Future funding needs
8. **Funding request**
   1. 50% match – who will provide?
9. **Funding prior**
   1. How much?
   2. Who from?
   3. SBIR grants received? If so SBIR contract #