Creating a Great Business Plan

After completing this module, students will:

- 1. Define the problem that needs a solution
- 2. Explain how their solutions will work
- 3. Define the industry and market
- 4. Define and explain the business model
- 5. Define the competition and sustainable advantage
- 6. Define the players
- 7. Lay out the funding requirements
- 8. Develop the money forecast
- 9. Explore the exit strategy