



## Business Plan Executive Summary

INSTRUCTIONS FOR APPLICANTS: This executive summary should include the following information in **two pages or less, emphasizing those areas you feel are most important**. This application is intended as a learning exercise to help budding entrepreneurs think about important aspects of a business plan and is not intended to be comprehensive. Business plans will be reviewed by life-science industry experts and the top three will be selected to pitch their plan in a “Shark Tank” setting. Shark Tank is a U.S. reality television series based on the ‘worldwide’ series format “Dragon’s Den” that originally aired in Japan. The concept has aspiring entrepreneur-contestants making business presentations to a panel of investors (sharks). The panel of life-science industry ‘sharks’ will provide constructive feedback of the business plan presentations that will further enhance the learning experience for the applicants and the audience.

### APPLICATION DEADLINE: 25 April, 2016

Questions and completed applications can be sent to Jack Mosher at [jmosher@isscr.org](mailto:jmosher@isscr.org)

1. **Company overview** - A one to three sentence description of the company. This “elevator pitch” should be to the point and explain the company and the opportunity it is capitalizing on as concisely as possible.
2. **Management** – Introduce your management team, including brief background and strengths. There should be enough talent on this team to inspire investors and to help you realize your objectives
3. **Product / Technology**- Provide information on your product. This is where you want to include technical specifics, prototype information, preliminary data and any other supporting information.
4. **Unmet Clinical Needs**– Provide general information on target market and need for the product.
5. **Intellectual Property** – Summarize the existing patents (or the status of patents) that protect the technology.
6. **Marketing Plan** - How will you market your product? Who will you target?
7. **Projections / Financial Plan** - Make the case that your venture is worth investing in. How long until your product goes to market and begins to make money? What are the major milestones that will change the market value and when will they occur?
8. **Long Term Vision** - What kind of long-term goals can you see beyond your first products? How will you position your company and what is your vision? Are there any important long-term goals or achievements for your life science start-up that would be important to partners or investors?

### References

Business Plan for Scientists: (<http://biobm.com/2011/06/business-plans-for-life-scientist-inventors/>)

The Entrepreneur’s Guide to a Biotech Start Up. 4<sup>th</sup> Edition.

<http://www.iapmei.pt/resources/download/GuideKolchinsky.pdf>