

DECA's Entrepreneurship Events and the Lean Start-up Methodology/Terminology

	Innovation Plan (EIP)	Start-up Business Plan (ESB)	Independent Business Plan (EIB)	International Business Plan (IBP)
EXECUTIVE SUMMARY One- to three-page summary of the business model	X 1 page	X 1 page	X 1-3 pages	X 1-3 pages
ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION A. Economic, political and legal analysis of the trading country B. Trade area and cultural analysis				X
PROBLEM List the top three problems your product/service is addressing.	X	X	X	X
CUSTOMER SEGMENTS Who are the target customers?	X	X	X	X
UNIQUE VALUE PROPOSITION What is the single, clear, compelling message that states why your product/service is different and worth buying?	X	X	X	X
SOLUTION What are the top three features of your product/service?	X	X	X	X
CHANNELS What are the pathways to customers?		X	X	X
REVENUE STREAMS A. What is the revenue model? B. What are the life time values? C. What is the revenue? D. What is the gross margin?		X	X	X
COST STRUCTURE A. What are the customer acquisition costs? B. What are the distribution costs? C. What are the human resources costs? D. Additional costs?		X	X	X
DETAILED FINANCIALS A. Projected income statements by month for the first year's operation (sales, expenses, profit/loss) B. Projected cash flow for the first year C. Projected cash flow by month for the first year's operation D. Projected balance sheet, end of first year E. Projected three-year plan F. A brief narrative description of the planned growth of the proposed business, including financial resources and needs G. Proposed plan to meet capital needs			X	X
KEY METRICS What are the key activities that must be measured?		X	X	X
COMPETITIVE ADVANTAGE What about your product/service means that it cannot be easily copied or bought?		X	X	X
CONCLUSION Specific request for financing, summary of key points supporting the financial request	X	X	X	X
BIBLIOGRAPHY	X	X	X	X
APPENDIX An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.	X	X	X	X

Notes:

- DECA's Franchise Business Plan (EFB) does not follow the lean start-up methodology and terminology – it utilizes the Small Business Administration (SBA) business model and terminology.
- DECA's Business Growth Plan (EBG) does not follow the lean start-up methodology and terminology – it utilizes a unique outline focused on assessing how an existing business can grow and expand.