

## Team Activities for Writing the Market Research Section

Activity Description	Team Lead	Status/Date
Market size, trends, growth rates		
Environmental scanning		
Customer research		
Buyer research (if different than end-users)		
Competitive analysis		

## Team Activities for Writing the Solutions and Technology Section

Activity Description	Team Member (s)	Status/Date
Product strategy		
Product, system, or service design		
Intellectual property		
Underlying architecture and platforms		
Development plan and key milestones		
R&D cost plan		

## Team Activities for Writing the Sales Section:

Activity Description	Team Member (s)	Status/ Date
Understanding the target buyer		
Channel strategy		
Branding and promotion		
Pricing strategy		
Layout and merchandising		

# Team Activities for Writing the Operations Section

Activity Description	Team Member (s)	Status/ Date
Suppliers		
Production/internal and outsourcing options		
Logistics		
Customer service		
The company headquarters office		

## Team Activities for Writing the Organization Section

Activity Description	Team Member (s)	Status/Date
Management team		
Staffing plan		
Board of advisors/directors		

# Team Roles for Writing the Activities Section of the Plan

Activity Description	Team Member (s)	Status/ Date
Development milestones		
Key hire milestones		
Financing milestones		

## Team Activities for Financial Modeling

Activity Description	Team member(s)	Status/Date
Granular revenue projections		
P&L, Cash Flow, and Balance Sheet statements		
Startup expenses (for later)		
Equity of "cap" table (for yourself)		