

Massachusetts Institute of Technology

Business Case for 2.009: Introductory Pro-Forma

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Why You Need a Business Case

Goal

- Convince investors that you have a credible business proposal

Proof Points

- Product is not “me-too”
- Clear target market
- Know why customers will buy
- Know why customers will not buy – product, competition
- Will make money
- Confidence and enthusiasm

Key Points of an Executive Summary

Market Opportunity Exists

- [market size \$, and 3-year CGR %]

Product is Competitive

- [what makes the product different]
- [what are its unique benefits]

Financials are Attractive

- IRR xx% with initial investment of \$ xx M
- Break-even at units in xx months
- Reach steady state in yy months