

# TiE Young Entrepreneurs – Sample Milestones Document

Class of 2009-2010

**\$10,000 Business Plan Competition @ TiECON East – March 27, 2010**

- **Final Presentation Date: March 27, 2010**
- **Mock Presentation Date: February 27, 2010**
- Complete Team Selection –
- Mentor Selection –
- **Milestone 1 – Define your product/service – January 23, 2010**
  - Complete Opportunity Assessment / SWOT
  - Complete Market Research
    - Identify Target Market
    - Define Market Size
    - Competition
  - There will be a work session (location TBD – check website) on January 23, 2010 9am-12 pm
- **Milestone 2 – Develop Marketing Strategy – February 6, 2010**
  - Define Value Propositions
  - Identify Marketing Plan to Reach target customers
  - Develop Revenue (Business) Model
  - There will be a work session (location TBD – check website) on February 6, 2010 9am-12 pm
- **Milestone 3 – Develop Financial Plan – February 13, 2010**
  - Build Income Statement
  - Define Cash Requirements
    - Simple Cash Flow Model
- **Milestone 4 – 1<sup>st</sup> Draft of Business Plan Presentation (Mock Presentation) – February 27, 2010**
  - Executive Summary (due on February 24, 2010)
  - Opportunity Definition
  - Market Size
  - Team
    - Background, Experience, Interest, Responsibility
  - Revenue Model
  - Financial Statement (Income Statement)
  - Competition
  - Mock presentation will be at Babson College from on February 27, 2010 9am-12pm
- **Milestone 5 – 1<sup>st</sup> Draft of Business Plan and Final Presentation – March 6, 2010**
  - Complete first draft on 10-12 page business plan

- Continue revising presentation based on feedback from the mock presentations
- There will be a work session (location TBD – check website) on March 6, 2010 9am-12 pm
- **Milestone 6 – Final Business Plan – March 22, 2009**
  - Final Business Plan due
  - There will be a work session (location TBD – check website) on March 20, 2010 9am-12 pm (two days before final business plans are due)
- **Milestone 7 – Final Presentation – March 27, 2009**
- **Milestone 8 - TyE Global Competition**
  - First place winner of the TyE Boston Business Plan Competition is eligible to participate in the TyE Global \$50k Business Plan Competition
  - Date of Competition – Saturday, April 17, 2010
  - Can use the same business plan and presentation or make changes
  - Mentor to continue or new mentor will be provided
  - The award will be given at Silicon Valley Annual Conference on May 16, 201
  - More details to follow