**KEYSTONE SPACE INNOVATION CHALLENGE**

**BUSINESS PLAN TEMPLATE**

Interested participants must first submit a concise business plan. Selected finalists will then be invited to submit a pitch deck and present at our Pitch Day Competition. Finalists will have the opportunity to showcase their visionary concepts before a panel of esteemed judges from the commercial space industry and investment community.

To draft your business plan, please use the provided template and adhere to the following formatting guidelines:

* Use a minimum 11 pt standard font.
* Set all margins to 1 inch.
* The document should be single-spaced.
* The business plan should not exceed 15 pages in total, excluding the title and table of contents pages. Figures and images are permitted but will count toward the total page count.
* Pay attention to the word count limits for each section to ensure your business plan stays within the 15-page limit.
* Save and submit your business plan as a PDF file.

Please submit your business plans by **January 31, 2025** in the [submission portal](https://keystonespace.wildapricot.org/event-5800681). If you have any questions, don't hesitate to contact us at info@keystonespace.org.

BUSINESS PLAN

COMPANY NAME

DATE PREPARED

00/00/0000

CONTACT

Contact Name

Contact Email Address

Phone Number

Street Address

City, State and Zip

webaddress.com

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# EXECUTIVE SUMMARY

|  |
| --- |
| Summarize all the key points in your business plan. 500-word maximum. |

# COMPANY overview

## MISSION STATEMENT

|  |
| --- |
| Provide a mission statement. 100-word maximum. |

## COMPANY DESCRIPTION

|  |
| --- |
| Provide a general description of the overall nature of your business and the industry in which it operates. Provide insight into your business’ value, structure, and goals. 400-word maximum. |

# problem & solution

## THE PROBLEM

|  |
| --- |
| Provide a description of the problem your business capability (product, development, service, technology, etc.) seeks to solve. 300-word maximum. |

## OUR SOLUTION

|  |
| --- |
| Provide a description of the solution your business capability seeks to provide in response to the outlined problem. Please include how utilizing the space environment can aid your solution whether for research or technology development. 500-word maximum. |

# TARGET MARKET

## MARKET SIZE & SEGMENTS

|  |
| --- |
| Provide insight on: The size of relevant markets/submarkets this technology/research could reach. The expected growth of these relevant markets/submarkets in the coming years. What % of the market/submarkets could be captured by this technology/research. The timeline for when that % of markets/submarkets could be captured by the integration or commercialization of this technology/research. 500-word maximum. |

# COMPETITION

## CURRENT ALTERNATIVES

|  |
| --- |
| If applicable, provide insight on other current alternative solutions to the identified problem. 300-word maximum. |

## OUR COMPETITIVE ADVANTAGES

|  |
| --- |
| If applicable, provide insight on the competitive advantage your business offers. You should include how utilizing space could increase your competitive advantage. 300-word maximum. |

# BUSINESS MODEL

|  |
| --- |
| Explain how your business plans to drive revenues. Describe your revenue strategy (subscription, freemium, one-time purchase, etc.). Mention any other revenue streams (licensing, partnerships, etc.). Describe your marketing objectives and strategy, including your costs, goals, and plan of action. Detail how you envision your business growing and expanding the space industry within the Commonwealth of Pennsylvania. 500-word maximum. |

# timeline & METRICS

## TIMELINE OF KEY ACTIVITIES / MILESTONES

|  |  |  |
| --- | --- | --- |
| **ACTIVITY / MILESTONE** | **DESCRIPTION** | **EST. COMPLETION DATE** |
| [insert name / title of activity or milestone] | [insert short description of achieving this activity / milestone] | [provide estimated completion date] |
| Note: only necessary to include activities / milestones during the 12 mo. award period. |  |  |
| Note: not all provided rows must be used. 1 page maximum. |  |  |
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# FINANCIAL PROJECTIONS

## KEY ASSUMPTIONS

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| --- |
| Provide insight into how you determined the values in your financial projections (e.g., past performance, market research). Describe the growth you are assuming and the revenue you anticipate generating. 500-word maximum. |

# FINANCING

## SOURCES OF FUNDING

|  |
| --- |
| Please provide an overview of the proposed, committed, and pending sources of funding for this business plan. 300-word maximum. |

## USE OF FUNDING

|  |
| --- |
| Please include how you would utilize revenue funds, especially focusing on the Innovation Challenge award.  300-word maximum. |

# BUDGET

|  |  |  |
| --- | --- | --- |
| REVENUE | Committed Funds | Pending Funds |
| Grants/Contributions |  |  |
| Government Grants |  |  |
| Foundations |  |  |
| Corporations |  |  |
| Individuals |  |  |
| Other (*please* *specify*) |  |  |
| Earned Revenue |  |  |
| Contracts |  |  |
| Sales |  |  |
| Other (*please* *specify*) |  |  |
| In-Kind Support |  |  |
| In-Kind Support (*please* *specify*) |  |  |
|  |  |  |
| SUBTOTALS | [sum “Committed Funds” column] | [sum “Pending Funds” column] |
| TOTAL REVENUES | [sum both column subtotals] | |
|  | | |
| EXPENSE | Challenge Award Use | Other Funds Use |
| Personnel |  |  |
| Consultants |  |  |
| Marketing & Communications |  |  |
| Fundraising |  |  |
| Facilities |  |  |
| Equipment |  |  |
| Supplies |  |  |
| Travel |  |  |
| Other (*please* *specify*) |  |  |
|  |  |  |
| SUBTOTALS | [sum “Challenge Award Use” column] | [sum “Other Funds Use” column] |
| TOTAL EXPENSES | [sum both column subtotals] | |

One page maximum.