

## **VENTURE CAPITAL BUSINESS PLANS TWELVE FATAL FLAWS**

1. Too long
2. No Executive Summary
3. Product benefits and/or features are unclear
4. User benefit is not defined (a problem is not solved)
5. Overuse of technical jargon
6. Unsupportable financial projections
7. Unsupported market estimates – lack of primary research
8. Lacks knowledge of the customer
9. Uneven or sloppy presentation
10. Lacks a compelling reason for investing (“Me Too” business or focus on science / engineering, not business return)
11. No barriers to market entry
12. No clear exit strategy