
Points to Include in a Business Brief

- Description of the business idea (company overview)
- Value proposition that highlights the problem being solved or need being met
- Customer Profile and market size
- Proof of market demand and future growth
- Description of the entrepreneur(s)/team
- Actions taken to date and future actions planned
- Simple, pro-forma income statement (up to three years)

Sample Business Brief: India in a Box

COMPANY OVERVIEW

India in a Box is an online meal service (subscription and on-demand) delivering authentic Indian Food that is healthy and can be prepared in 5 to 10 minutes. We are on a simple mission to bring the taste of India to every home in the United States.

Through the India in a Box online store, customers receive their choice of curry and can add on rice or naan. Curries are easily prepared by adding water, stirring and heating.

VALUE PROPOSITION

Cooking a traditional Indian meal requires time, knowledge and passion. We captured and simplified the essence of this process. By using a specialized dehydration process, we ensure that each dish has a simple ingredient list; and 95% of its nutrients are preserved in the packaging process, compared to 50% provided by our competitors. Each dish has a simple ingredient list; is 100% vegetarian and gluten-free and contains no added preservatives, sodium, or sugar. We start with whole, fresh ingredients and slowly simmer to develop complex sauces and then naturally condense through dehydration to lock in flavor and nutrition. The shelf life of our products is nine months.

MARKET

Key trends supporting the startup and scale of India in a Box:

- Ethnic food industry is \$11 billion, growing at 15% year on Year (YOY)
- Indian cuisine is the second fastest growing cuisine with 20% YOY growth projected until 2018

- Ongoing concerns with health and wellness: 88% of people are willing to pay more to get healthy and great quality food (Nielsen 2015 report).
- Growth of food based services: Over \$750 million invested in just the first half of 2015 in food technology companies, including meal kits and subscriptions.

CUSTOMER

Our target consumers are Indian food lovers and enthusiasts. There are over 5 million Indians and 130,000 Indian students in the US. Indians are now the largest international nationality for students represented in the US. Specifically, our customers are the following:

- Urban Food Explorers: Whole Foods shoppers (health conscious), time constrained, looking for convenience.
- Indian Americans: Highly influential group who will be our brand evangelists, helps build brand credibility.
- Millennials: Young, yet particular about food consumption and their current and future wellness.

ACTIONS TAKEN

We have product. 5 recipes have been developed by us. With the help of a professional chef and our head of nutrition, Sucheta Gehani, we created 5 delicious recipes from scratch. We partnered with Spicebox, a state of the art commercial kitchen in India, to create, iterate and finalize our recipes.

We have co-packers. We have developed strategic partnerships for co-packing our food in India. Our food is created in a commercial kitchen in Mumbai and then dehydrated by a separate manufacturer in Mumbai, India. Both of these companies meet the necessary FDA approvals and production standards required.

We have a supply chain process. Product is shipped by air freight from Mumbai, India and warehoused by Ship Bob, which has 2 warehouses across the United States (New Jersey and Chicago).

We have sales. In May, India in a Box, launched its first five products, and completely sold out, doing \$1,200 in one day. After we launched our online platform, www.indiainabox.us, we sold \$6,000 in 3 months, fulfilling orders from 8 different states.

OUR TEAM

Shyam Devnani, Founder and CEO:

Shyam is a Babson MBA 2015 alumni with an undergraduate degree in Computer Engineering. He has 3 years of experience as CEO of a startup garment textile manufacturing firm.

Sucheta Gehani, head of Nutrition and Willness:

Sucheta is a Registered Dietician and brings to bear her expertise as a nutrition and health expert. Sucheta is passionate about Health and Wellness and is also a certified Yoga instructor.

Meet Kouchar, Operations Partner:

Meet is a serial food entrepreneur with companies such as SpiceBox (www.spicebox.in), Oye Kiddan and the Bohri Kitchen in India. He is our new Operations Partner for food production in India and will help us set up our own kitchen and dehydration unit in India.

Vinayak Agarwal, Marketing Intern:

Vinayak is studying his Master's in International Marketing from Hult University. He is a foodie and a passionate photographer, who will bring the company his digital marketing expertise to help us execute our social media strategies.

We are also looking at bringing on board a full time Marketing/Sales person and creating a board of advisors with industry experts.

FINANCIAL PROJECTIONS

Our revenue model is selling our meal boxes at a prices of \$24 for 3 curries and 3 rice or naan. Our second product line will be curated regional experience boxes, which will be priced at \$35. We project to have year 1 revenue of \$261,000. Our gross profit margin is 61%, and we will have a net profit of \$1 million in Year 3.

	Year 1	Year 2	Year 3
Revenues	\$261,000	\$820,000	\$2,540,000
Expenses	\$132,000	\$343,000	\$980,000
Gross Profit	\$129,000	\$477,000	\$1,560,000
SG&A	\$84,000	\$225,000	\$530,000
Net Profit	\$45,000	\$252,000	\$1,030,000

FUTURE MILESTONES

We are currently looking to raise a \$250k round of seed funding. This will enable us to bring the dehydration unit in house and also expand our marketing and sales efforts to the West Coast. With the addition of the new capital, we will grow our physical and online presence in

highly Indian-populated locations with a demand for Indian food, such as New York, New Jersey, San Francisco and Austin.

SPRING 2016

- Bring operations of manufacturing in-house with partner in India
- Raise a round of seed funding
- Bring on board an experienced marketing person to push online sales strategies.
- Target sales in Boston and Bay Area

Summer 2016

- Launch curated regional subscription boxes.
- Increase product offerings to 15 with help of operations partner.
- Invest in our web platform and improve warehousing/fulfillment .

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