

ONE-PAGE BUSINESS PLAN TEMPLATE

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1 – 2 SENTENCE MAX PER RESPONSE

WHAT + HOW + WHO	WHAT do we do?	Facilitate developers classical coding to develop for quantum systems
	HOW do we do it?	Provide a deployable SDK that allows developers to interface with our quantum systems through classical coding techniques
	WHO do we serve?	Developers and research institutions who want to run experiments optimizing quantum circuits and building quantum algorithms

WHY	DEFINE CUSTOMER PROBLEM	Workforce codes to classical computer languages and not enough candidates are trained specifically for quantum systems
	DEFINE SOLUTION PROVIDED	Customers connect through an API where backend coding that we provide translates classical algorithms to quantum algorithms

REVENUE	PRICING + BILLING STRATEGIES	Customers billed based on utilization. Pricing packages are available to purchase and extend bandwidth thresholds
	INCOME STREAMS	Revenue is generated from utilization of the SDK to run experiments, and ancillary through the purchase of our ancillary products

MARKETING	CUSTOMER REACH STRATEGY	Marketing strategy is to increase adoption of products through tradeshow, educational content, and developer marketing campaign
	REFERRAL GENERATION STRATEGY	Customers can receive discounts on pricing packages through referrals

COMPETITION	TOP COMPETITORS	IonQ, Google, Microsoft, Infleqtion, Honeywell, QuEra, Quantinuum, Intel, D-wave, Rigetti, IBM, Atom Computing, Zapata
	OUR COMPETITIVE ADVANTAGE	SDK is compatible with multiple programming languages (i.e. rust and python) and can code to any quantum circuit (QASM, Qiskit)

METRICS	SUCCESS MILESTONE MARKER 1	Code complete
	SUCCESS MILESTONE MARKER 2	50% of customer base in active utilization

SITUATIONAL ANALYSIS (SWOT)	INTERNAL FACTORS	
	STRENGTHS (+)	WEAKNESSES (-)
	Speed to market	Requires some training
	Flexibility of solution	Low utilization
	Ease of use	Uneducated market
	Scalable	
	EXTERNAL FACTORS	
	OPPORTUNITIES (+)	THREATS (-)
	Monetizing consulting services	Competitor parity
	Ancillary sales of other products	

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