

BUSINESS PLAN

[Name]
[Title]
[Company Name]

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

II. Company Overview

Company Vision/Mission Statement

- *What business idea/ideas have your company?*
- *What goals is your company trying to achieve?*

III. Industry Analysis

Market Need

- *What customer need are you fulfilling?*

Market Fundamentals

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Unique Qualifications

- *What qualifications make your business uniquely qualified to succeed)?*

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers?*

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

VI. Marketing Plan

Products and Services

- *What are your products and/or services?*

Branding and Promotions Plan

- *What is your desired brand positioning? How do you plan to promote your company's products and/or services?*

Distribution Plan

- *How will you sell your products and/or services to customers? Directly? Through partners/distributors? Etc.*

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

Key Assumptions

- *What key assumptions govern your financial projections?*

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Exit Strategy (or Repayment Strategy)

- *How will equity investors be paid? How will debt investors be paid?*