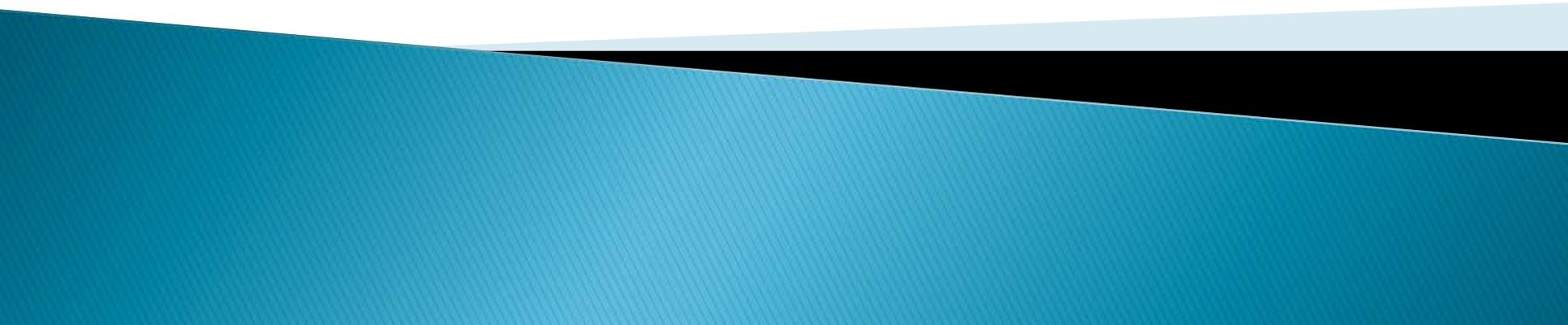


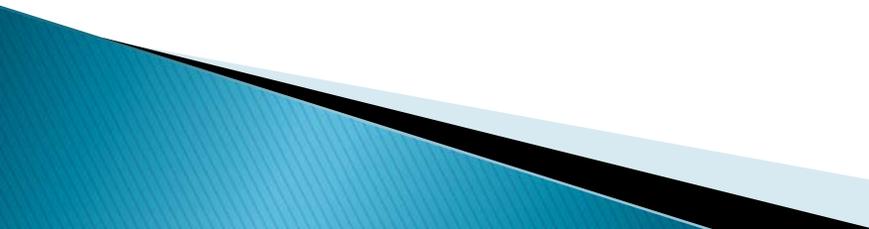
Creating a Business Plan



Executive Summary

- ▶ Provide a brief snapshot of your business
- ▶ Highlight the most important facts and concepts from the full business plan as concisely as possible

Company Description

- ▶ List your company's name(s) and location(s)
 - ▶ Provide information about your company's ownership and legal structure
 - ▶ Describe your company's history, development stage, milestones
 - ▶ Describe your product(s) and service(s)
 - ▶ Give an overview of your industry
 - ▶ Explain how your company has been funded to date and how much money you are seeking
- 

Target Market

- ▶ Specify the geographic location of your target market
 - ▶ Describe the demographic characteristics of your market
 - ▶ Explain customer motivations and needs
 - ▶ Determine the size of your market
 - ▶ Evaluate market trends
- 

The Competition

- ▶ Identify the types of competition you face
 - ▶ List your specific competitors
 - ▶ Determine market share distribution
 - ▶ Analyze the strength of your competitors
 - ▶ Highlight your competitive edge
 - ▶ Evaluate the barriers to entry and potential competition
- 

Marketing and Sales Plan

- ▶ Summarize your marketing message
 - ▶ Describe your marketing vehicles
 - ▶ Identify additional marketing and sales strategies
 - ▶ Describe your sales team
- 

Operations

- ▶ Describe key operational factors
 - ▶ Highlight your corporate advantage
 - ▶ Find solutions to potential problems
 - ▶ Consider: location, facilities, production process, equipment and technology, inventory management, cost controls and purchasing, quality control, customer service
- 

Management Structure

- ▶ Highlight your key team members
 - ▶ Forecast future management needs
 - ▶ Describe your staffing structure
 - ▶ Identify members of your board of directors and advisory committee as well as any consultants
- 

Future Development

- ▶ Define your long-term goals
 - ▶ Establish future milestones
 - ▶ Assess the risks
 - ▶ Explore exit options
- 

Financials

- ▶ Produce your income statement
 - ▶ Develop your cash–flow projections
 - ▶ Generate your balance sheet
 - ▶ Show your sources and use of funds
 - ▶ Consider preparing additional supporting financial statements
- 