

BUSINESS PLAN FORMAT

Title Page

Name of company, date, contact information, etc.

Table of Contents

Executive Summary

- Business Concept
- Company
- Market Potential
- Management Team
- Distinct Competencies
- Required Funding and its Use
- Exit Strategy

Main Sections

I. Company Description

- Mission Statement
- Summary of Activity to Date
- Current Stage of Development
- Competencies
- Product or Service
 - Description
 - Benefits to customer
 - Differences from current offerings
- Objectives
- Keys to Success
- Location and Facilities

II. Industry Analysis

- Entry Barriers
- Supply and Distribution
- Technological Factors
- Seasonality
- Economic Influences
- Regulatory Issues

III. Market Analysis

- Definition of Overall Market
- Market Size and Growth
- Market Trends
- Market Segments
- Targeted Segments
- Customer Characteristics
- Customer Needs
- Purchasing Decision Process
- Product Positioning

IV. Competition

- Profiles of Primary Competitors
- Competitors' Products/Services & Market Share
- Competitive Evaluation of Product
- Distinct Competitive Advantage
- Competitive Weaknesses
- Future Competitors

V. Marketing and Sales

- Products Offered
- Pricing
- Distribution
- Promotion
 - Advertising and Publicity
 - Trade Shows
 - Partnerships
 - Discounts and Incentives
- Sales Force
- Sales Forecasts

VI. Operations

- Product Development
 - Development Team
 - Development Costs
 - Development Risks
- Manufacturing (if applicable)
 - Production Processes
 - Production Equipment
 - Quality Assurance
 - Administration
- Key Suppliers
- Product / Service Delivery
- Customer Service and Support

Human Resource Plan
Facilities

VII. Management and Organization

Management Team
Open Positions
Board of Directors
Key Personnel
Organizational Chart

VIII. Capitalization and Structure

Legal Structure of Company
Present Equity Positions
Deal Structure
Exit Strategy

IX. Development and Milestones

Time may be specified on a relative scale rather than specific calendar dates. Milestones may include some or all of the following:

Financing Commitments
Product Development Milestones
 Prototype
 Testing
 Launch
Signing of Significant Contracts
Achievement of Break-even Performance
Expansion
Additional Funding
Any other significant milestones

X. Risks and Contingencies

Some common risks include:

Increased competition
Loss of a key employee
Suppliers' failure to meet deadlines
Regulatory changes
Change in business conditions

XI. Financial Projections

Assumptions (Start date, commissions, tax rates, average inventory, sales forecasts, etc.)

Financial Statements (Balance Sheet, Income Statement, Cash Flow Statement)

Break Even Analysis

Key Ratio Projections (quick ratio, current ratio, D/E, D/A, ROE, ROA, working capital)

Financial Resources

Financial Strategy

XII. Summary and Conclusions

Appendices

May include:

- Management Resumes
- Competitive Analysis
- Sales Projections
- Any other supporting documents