BUSINESS PLAN

Business name: _____

Prepared by: _____ Title: _____ Date: _____

City and state: _____ Contact: _____

Mission statement: _____

1. EXECUTIVE SUMMARY

_____

_____

_____

2. COMPANY DESCRIPTION

Legal structure: [ ] sole proprietorship [ ] partnership [ ] limited liability company [ ] corporation [ ] nonprofit corporation [ ] not yet formed

Problem the business solves: _____

Goals: _____

3. PRODUCTS AND SERVICES

_____

_____

Intellectual property: _____

4. MARKET ANALYSIS

Target customers: _____

Market size and trends (with sources): _____

Competitor 1: _____ What they offer: _____ How we differ: _____

Competitor 2: _____ What they offer: _____ How we differ: _____

Competitor 3: _____ What they offer: _____ How we differ: _____

Competitive advantage: _____

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5. MARKETING AND SALES

Marketing: _____

Pricing and revenue: _____

Sales process: _____

6. OPERATIONS

Location, facilities, hours, suppliers, equipment, licenses and permits: _____

_____

7. MANAGEMENT AND ORGANIZATION

1. Name: _____ Role: _____ Experience and responsibilities:

_____

2. Name: _____ Role: _____ Experience and responsibilities:

_____

3. Name: _____ Role: _____ Experience and responsibilities:

_____

Staffing and advisers: _____

8. MILESTONES

1. Milestone: _____ Target date: _____ Owner: _____

2. Milestone: _____ Target date: _____ Owner: _____

3. Milestone: _____ Target date: _____ Owner: _____

4. Milestone: _____ Target date: _____ Owner: _____

9. FUNDING REQUEST

Amount sought: $_____ Kind: [ ] loan [ ] equity investment [ ] grant [ ] combination of loans and investment [ ] not decided

Proposed terms: _____

Use of funds: _____ Amount: $_____

Use of funds: _____ Amount: $_____

Use of funds: _____ Amount: $_____

Total: $_____

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10. FINANCIAL PROJECTIONS

Period: _____ Revenue: $_____ Expenses: $_____ Profit or loss: _____

Period: _____ Revenue: $_____ Expenses: $_____ Profit or loss: _____

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These figures are estimates, not guarantees of future results. Assumptions: _____

11. APPENDIX

Attached documents: _____

_____

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