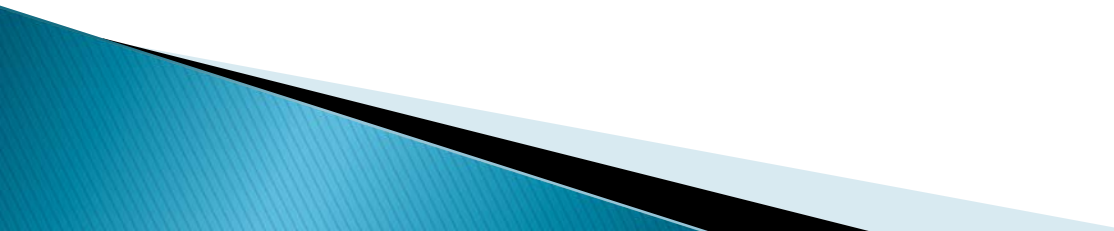


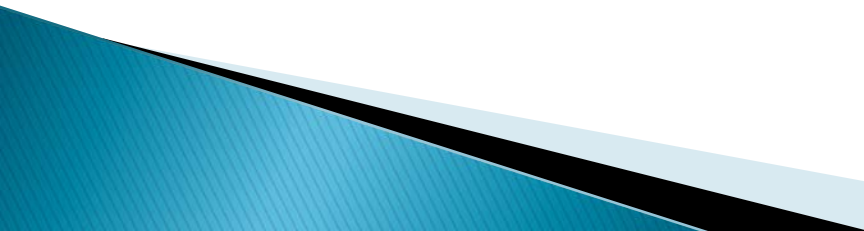
# Creating a Business Plan



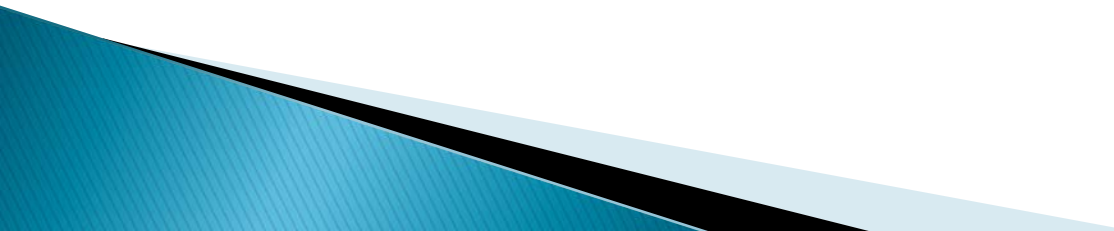
# Executive Summary

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

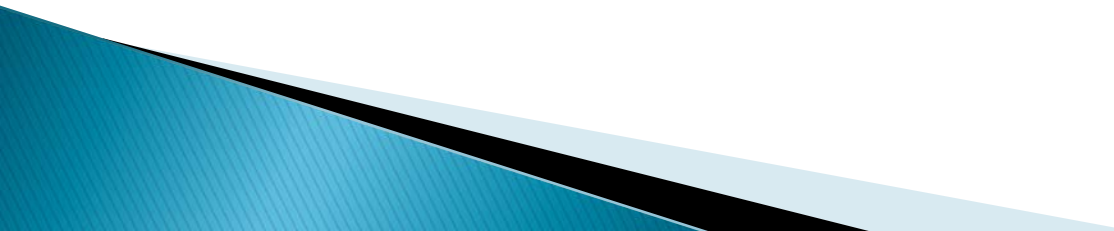
# Company Description

- ▶ 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
- 

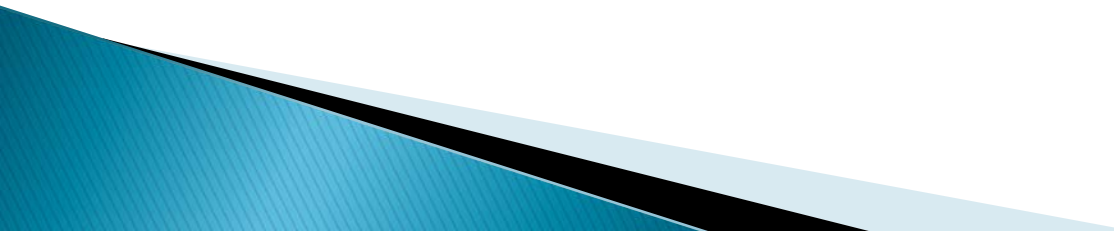
# Target Market

- ▶ 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
- 

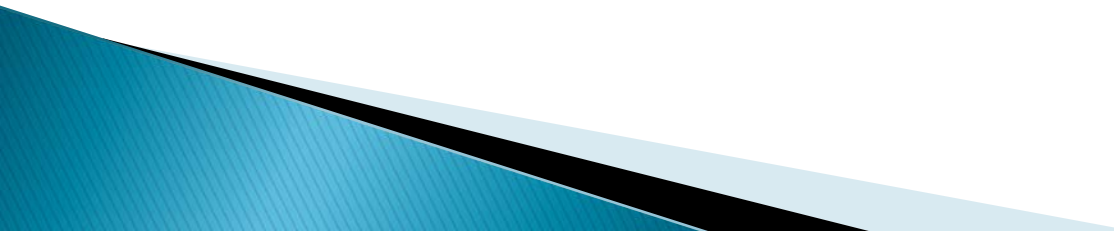
# The Competition

- ▶ 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
- 

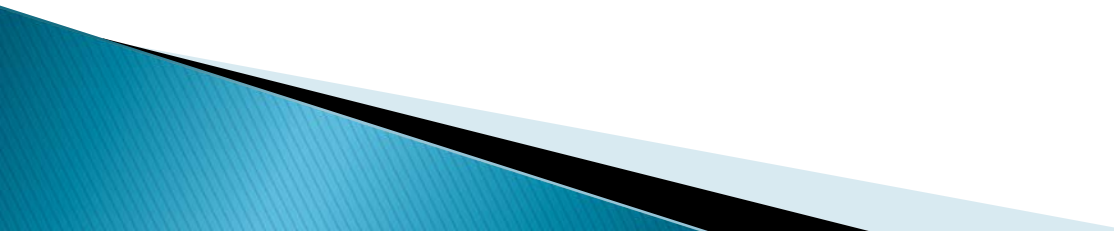
# Marketing and Sales Plan

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

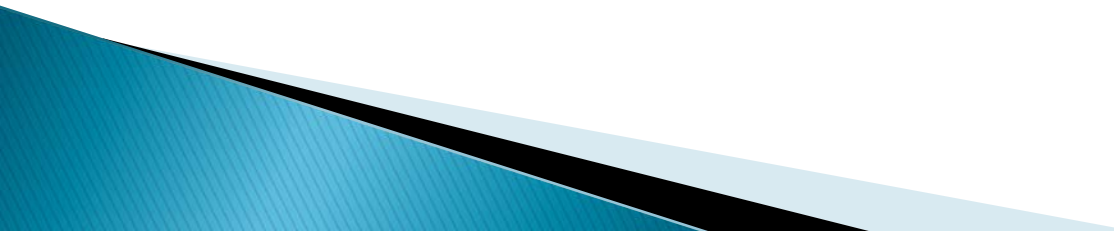
# Operations

- ▶ 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
- 