



BUSINESS PLAN OUTLINE

I. Cover Letter

- A. Dollar amount requested
- B. Terms and timing
- C. Type and price of securities, if any

II. Executive Summary

- A. Business description
- B. Business goals
- C. Summary of financial needs and application of funds
- D. Earnings projections and potential return to investors

III. Market Analysis

- A. Description of total market
- B. Industry trends
- C. Target Market
- D. Competition

IV. Products or services

- A. Description of product line
- B. Proprietary position: patents, copy rights, and legal and technical considerations
- C. Comparison to competitors' products

V. Manufacturing process (if applicable)

- A. Materials
- B. Source of supply
- C. Production methods

VI. Marketing strategy

- A. Overall Strategy
- B. Pricing policy
- C. Methods of selling, distributing and servicing products

VII. Management plan

- A. Form of business organization
- B. Board of directors composition
- C. Officers: organization chart and responsibilities
- D. Resumes of key personnel

- E. Staffing plan/number of employees
- F. Facilities plan/number of employees
- G. Operating plan/schedule of upcoming work for the next 1-2 years

VIII. Financial data

- A. Financial statements (previous three to five years)
 - B. Five-year financial projections (first year by quarters; remaining years annually)
 1. Profit and loss (income) statements
 2. Balance sheets
 3. Cash flow projections (monthly for two years)
 4. Capital expenditure estimates
 - C. Explanation of projections (Assumptions)
 - D. Key business ratios
 - E. Explanation of use and effect of new funds
 - F. Potential return to investors; comparison to average return in the industry as a whole
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- Be brief and to the point
- If the summary and financial projections make financial sense, the rest of the plan will have additional value
- Plans should be no more than 20-25 pages long
- Additional research data, surveys, letters of intent, resumes, catalog pages, samples, diagrams, and other information should be included in a separate binder or folder as the appendix (loose-leaf binder)
- Have someone read your plan for style, spelling, grammar, accuracy, consistency and completeness
- Create a plan that is easy to read and understand