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, copyrights, 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 next one or two 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

   - 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.
   - An easy plan to read and understand