

CONFIDENTIAL

_____ [Business Name]
_____ [Tagline]

BUSINESS PLAN
_____, 20_____

_____ [Company Address]
_____ [City, State Zip]
_____ [Phone Number]
_____ [Email]
_____ [Website]



EXECUTIVE SUMMARY

Mission Statement

Company Information

Management

Name: _____ Title: _____

Role/Responsibilities:

Name: _____ Title: _____

Role/Responsibilities:

Name: _____ Title: _____

Role/Responsibilities:

Products and Services



Financial Requirements

The company needs to raise \$ _____ in initial funding. \$ _____ of the funding will be raised via debt financing. \$ _____ of the funding will be raised via equity funding.

Future Plans

BUSINESS PLAN

Summary

_____ is organized as a _____ [Business Type] in the state of _____ since _____ [Year]. The company sells _____. The purpose of this business plan is to raise \$ _____ in order to finance (Check one) starting the business expanding the business the purchase of an existing business Other: _____.

Management Team

Name: _____ Title: _____

Ownership Interest: _____ %;

(Check one)

the Common Stock

the Preferred Stock

the General Partner

the Limited Partner

Other: _____.

Compensation: _____



Role/Responsibilities and Qualifications:

Name: _____ Title: _____

Ownership Interest: _____ %;

(Check one)

- the Common Stock
- the Preferred Stock
- the General Partner
- the Limited Partner
- Other: _____.

Compensation: _____

Role/Responsibilities and Qualifications:

Name: _____ Title: _____

Ownership Interest: _____ %;

(Check one)

- the Common Stock
- the Preferred Stock
- the General Partner
- the Limited Partner
- Other: _____.

Compensation: _____

Role/Responsibilities and Qualifications:

Market Analysis

Industry: _____

Market share or potential market share:



Products and Services

Description of your products and/or services:

Pricing structure:

Patents, trademarks, or proprietary rights:

Competitors

Competitors:

Advantages/Differences:

Customers and Market

Customers

Target customers:



Marketing and Sales

The company will market its products and services through the following methods and sales channels:

- Poster Fliers Coupons TV ads Internet ads Social media Cold calling Inbound marketing Outbound marketing Content marketing Viral marketing Seasonal marketing Email marketing Direct marketing Tradeshow marketing Telemarketing Other:

_____.

Marketing strategy:

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threat



Required Funds

_____ is seeking to raise \$ _____ in funding. In addition, the company will need an additional _____ [Description of future funding needed].

Reason for the funding and how it will be used:

Financial Forecast

Historical Financials

The company's current financials are as follows:

Average monthly revenue: \$ _____

Average monthly expenses: \$ _____

Yearly gross revenue: \$ _____

Yearly net profit: \$ _____

Projected Financials

The company expects to achieve the following:

Average monthly revenue: \$ _____

Average monthly expenses: \$ _____

Yearly gross revenue: \$ _____

Yearly net profit: \$ _____

Return on investment: \$ _____

Additional financial projections:

_____ : \$ _____

_____ : \$ _____

_____ : \$ _____

How the projections are reached:



The company expects to turn a profit within _____ of receiving funding.



APPENDIX LIST

Appendix A: _____

Appendix B: _____

Appendix C: _____

