

CONFIDENTIAL

# **NON-PROFIT BUSINESS NAME**

*TAGLINE*

[Business Address]

[City, State, Zip]

[Phone]

[Email]

[Website]



# EXECUTIVE SUMMARY

## Mission Statement

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## Company Information

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## Management

\_\_\_\_\_ [Name], \_\_\_\_\_ [Title]

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[Primary Responsibilities]

\_\_\_\_\_ [Name], \_\_\_\_\_ [Title]

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[Primary Responsibilities]

\_\_\_\_\_ [Name], \_\_\_\_\_ [Title]

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[Primary Responsibilities]

## Products and Services

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## **Financial Requirements**

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## **Future Plans**

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# BUSINESS PLAN

## Summary

\_\_\_\_\_ [Business Name] is organized as a \_\_\_\_\_ [Entity Type] in the State of \_\_\_\_\_ since \_\_\_\_\_ [Year formed]. The purpose of this business plan is to raise \_\_\_\_\_ [Funding amount] in order to finance

\_\_\_\_\_  
[Describe the funding purpose].

## Management Team

\_\_\_\_\_ [Name], \_\_\_\_\_ [Title]

Ownership Interest:

\_\_\_\_\_ [Percentage of interest]; \_\_\_\_\_ [Type of interest]

Compensation: \_\_\_\_\_

\_\_\_\_\_  
[Describe the compensation, e.g., \$100,000 per year base salary]

\_\_\_\_\_  
[Primary responsibilities]

\_\_\_\_\_  
[Relevant qualifications]

\_\_\_\_\_ [Name], \_\_\_\_\_ [Title]

Ownership Interest:

\_\_\_\_\_ [Percentage of interest]; \_\_\_\_\_ [Type of interest]

Compensation: \_\_\_\_\_

\_\_\_\_\_  
[Describe the compensation, e.g., \$100,000 per year base salary]



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[Primary responsibilities]

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[Relevant qualifications]

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\_\_\_\_\_ [Name], \_\_\_\_\_ [Title]

Ownership Interest:

\_\_\_\_\_ [Percentage of interest]; \_\_\_\_\_ [Type of interest]

Compensation: \_\_\_\_\_

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[Describe the compensation, e.g., \$100,000 per year base salary]

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[Primary responsibilities]

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[Relevant qualifications]

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## **Market Analysis**

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## **Products and Services**

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**Competitors**

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**Customers and Target Market**

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**Marketing and Sales**

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

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**SWOT Analysis**

**Strengths**

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**Weaknesses**

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## Opportunities

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## Threat

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## Required Funds

\_\_\_\_\_ [Company Name] is seeking to raise \_\_\_\_\_ [Funding amount] in funding.

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[Describe the intent business use]

## 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: \_\_\_\_\_

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[Describe how the business reached the projections].

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



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