

# Business Plan Template

## Cover Page

Business Name :

Street Address :

City, State, Zip :

Phone :

Email :

Website :

## Page Index

Here you want to list the contents of your business plan and the page that they are one.

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## Section 1 – Executive Summary

The executive summary is the last thing that gets written, but it is the first thing to be read by potential investors. It should be articulate and no longer than 2 pages. A well written executive summary will get their attention and make them want to learn more, otherwise it will get set aside. It is also okay to express passion for your business venture. Passion is contagious. As a final note, state the consumer need and the unique quality that your company possesses; how you will facilitate filling this need.

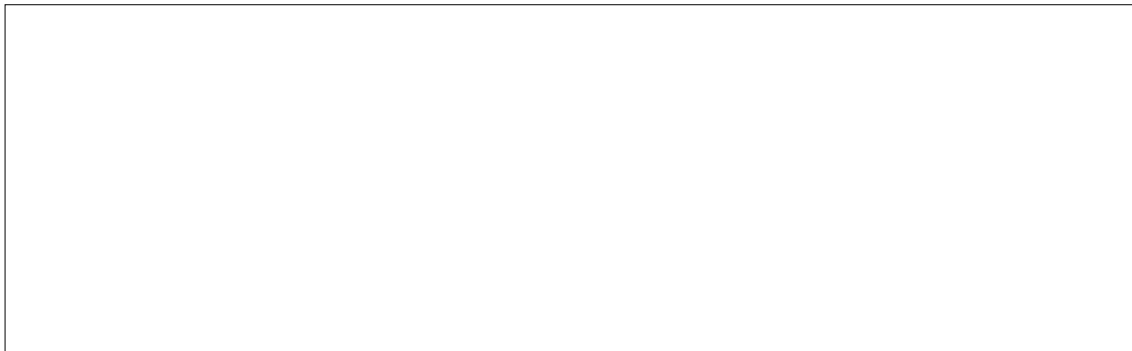
The executive summary should include the following:

- Who you are (the name of your business, the entity and primary leaders of the business)
- What product/service are you going to offer
- What is your prospective industry and who is your target market
- Where are you located



## Section 2 – Business Overview

Your business overview provides general information on the who, what, when and where's. Here you want to mention your mission and vision statement and provide some background information on the state of the industry you plan to enter and reinforce the information with statistics and why “now is the time!” Provide information on you and your partners (if applicable) professional experience. Additionally, mention basic information on who your customers are and how you plan to execute sales and what differentiates your business from your competitors to provide an edge and gain market share. The information in this section sets the stage for the coming sections in your business plan, it should provide a general overview of your business, which will get restated and refined in the coming sections.



### Section 3 – Management Team

This segment provides insight on the experience of the leader(s) of your proposed business. If you (or they) have been successful with a project or venture, mention it; particularly if it is related to your new business venture. If there was failure, don't be afraid to mention it; but make sure you mention some lessons learned. VC firms know a majority of ventures fail, it is persistence and takes a few attempts before most entrepreneurs attain success. This section is basically a resume and the bullets get put into sentence structure... you get to actually provide detail to the bullets.

A large, empty rectangular box with a thin black border, intended for the user to write the content of the Management Team section. The box is centered on the page and occupies most of the lower half of the document.

## Section 4 - Industry and Market

This area of the plan provides an analysis of the industry you plan to enter. Reinforce your analysis with statistics to illustrate you have a strong understanding of the industry you plan to enter; make sure your statistics come from credible resources. This area will consume a lot of business plan writing time, as it will require a bit of research. Once you lay the foundation of information regarding your industry, you will want to transition to your marketing plans (this could actually be a separate section).

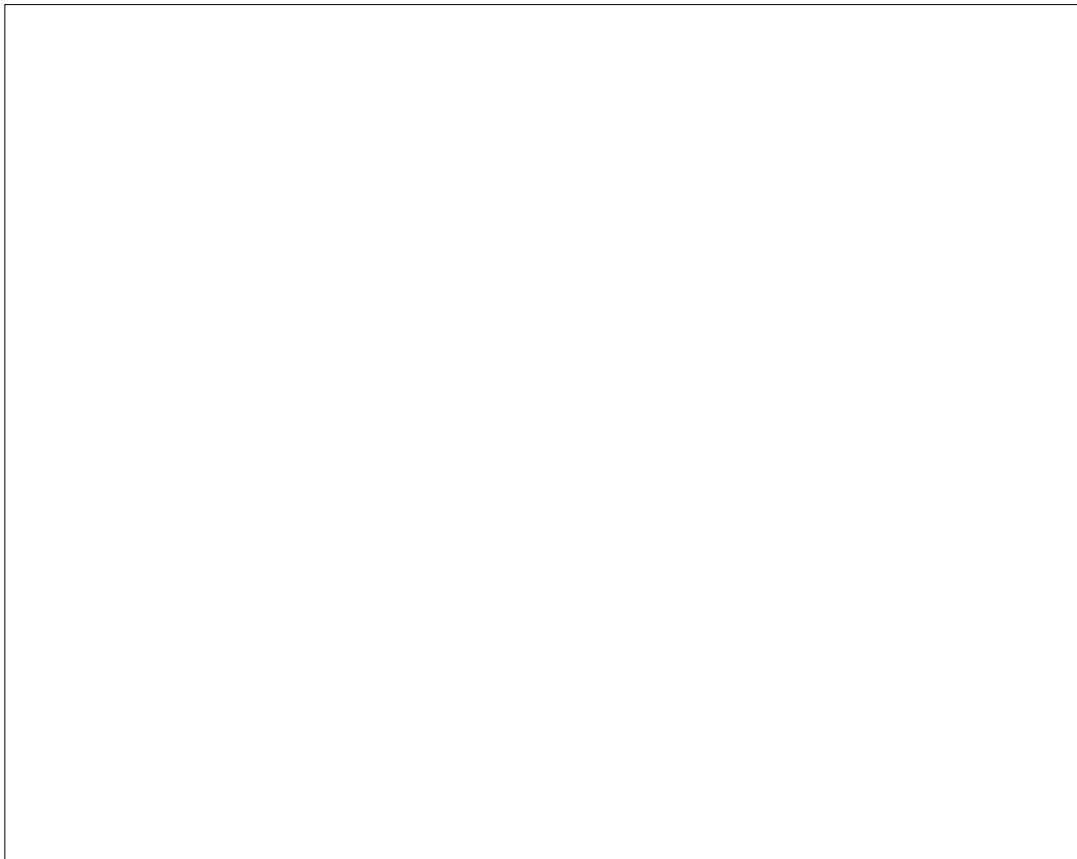
Your marketing plan describes how you plan to reach your customers. This is your 4 “P’s.” Product, Placement, Price and Promotion. If you aren't familiar with the 4 P's;

Product: What is the product/service you plan to offer

Placement: What distribution channels are you going to use, how are you going to get your product in front of consumers

Price: What is your pricing strategy (low price or high quality?) and who is your target market (which will help to justify your pricing strategy and refine your niche.

Promotion: How will you promote and advertise your product (TV, newspaper, online, etc.)



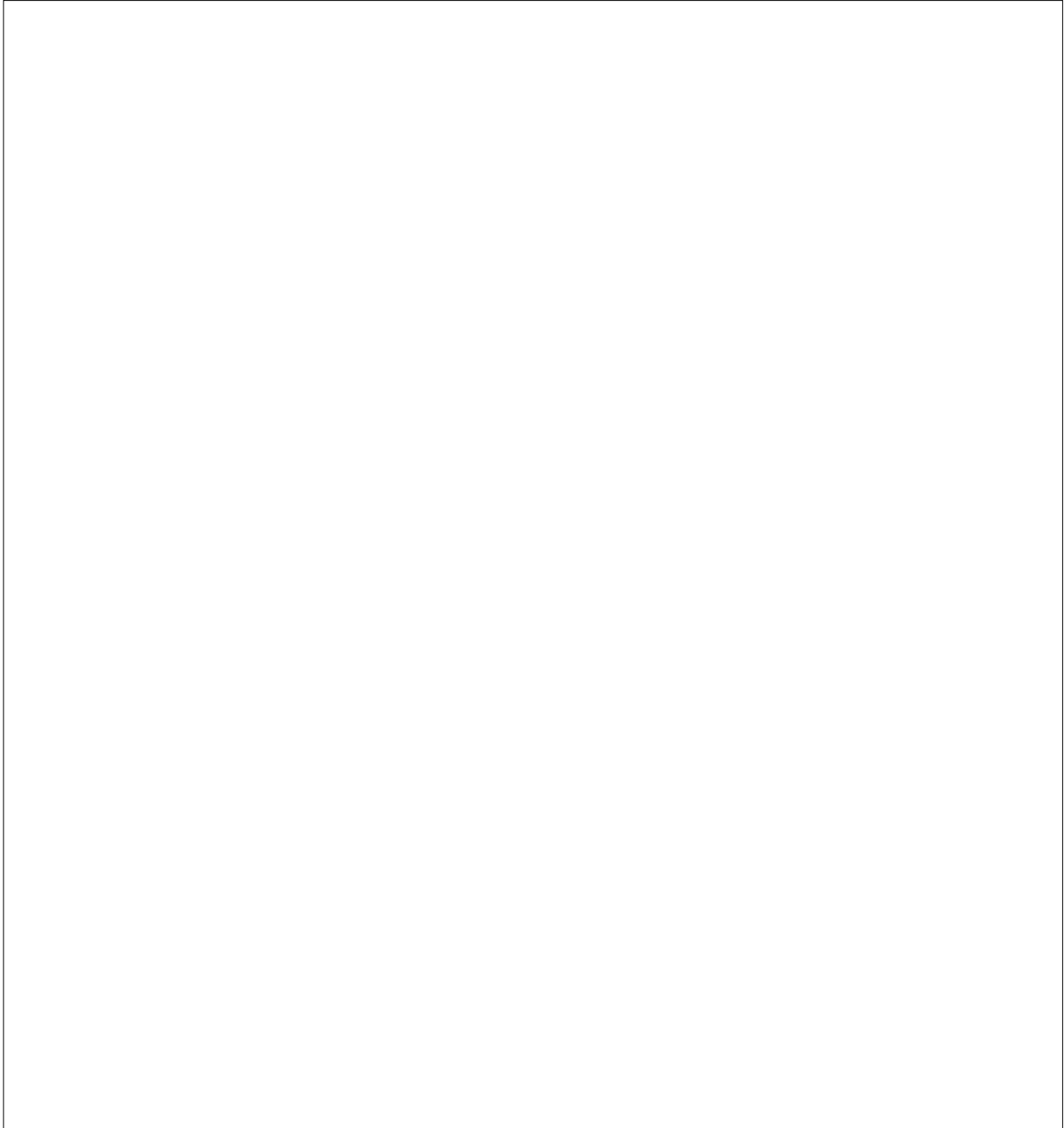
## Section 5 - Operations

This area will provide information on day to day operations, physical requirements to operate your business (facility requirements, location, employees, etc.), availability of qualified labor pool, quality control procedures and customer support. This segment provides in depth information on how your business will operate.

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## Section 6 - Financial

The financial segment provides an overview of the financial requirements of your business. You want your projections to be as realistic as possible. If there are others in your industry that have accessible information, refer to and use this information. You will want to provide pro forma sheets for your balance sheet, income statement, cash flows and a break-even analysis. Typically, your projections go out three to five years.

A large, empty rectangular box with a thin black border, occupying the lower two-thirds of the page. It is intended for the user to provide financial projections, including pro forma sheets for a balance sheet, income statement, cash flows, and a break-even analysis, as mentioned in the text above.

## Section 7 - Appendix

Here you want to cite your information, provide a copy of your resume (and your partners), pro forma statements, and any other graphs or information that adds value to your business plan.

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