

Contents of a Business Plan

Title Page, Disclaimers and Table of Contents

Executive Summary

A summary that summarizes each section of the business plan

Financial Summary

Projected operating highlights, sales and volume breakeven analyses, and the financial proposal for funding consideration

The Business

Mission statement, strategic objectives, legal entity and ownership, history, location and summary of historical financial results

Products & Services

Descriptions of key products and services, sources of raw materials, future planned product/service development

Market

Key market factors, segments, targets, buying patterns, growth, competitive factors, competitors and supply/demand trends

Industry

Description of industry characteristics, patterns and prospects

Strategy

Key strategies for achieving the mission, specific short-term and long-term goals and the method(s) of measuring success

Operations

Details methodologies, techniques, tasks, responsibilities

Implementation

Key elements of the marketing, human resource, financial, operating plans, and an implementation schedule with deadlines

Management

Description of the management team, advisory support, organization chart and personnel plan

Risk Assessment

Key success factors, critical risk factors and probable management reactions to contingent events

Financial Proposal

Capitalization plan, start-up needs & resources, financing proposal, use of proceeds and possible subsequent round financing

Financial Summary

Projected operating highlights, key financial indicators, breakeven, benchmark and sensitivity analyses

Financial Statement Assumptions

Detailed basis for every projected number

Projected Statements of Income

Projected income and expenses - monthly for the first year and annually for 2 to 4 additional years

Projected Balance Sheets

Projected Balance Sheets - monthly for the first year and annually for 2 to 4 additional years

Projected Statements of Cash Flow

Projected Cash Flow Statements - monthly for the first year and annually for 2 to 4 additional years

Appendices

Additional data necessary for the financiers, investors or buyers to conduct their due diligence investigations

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