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| Company Name<br>Address<br>Address<br>Phone Number<br>Email  | <h2>COMPANY LOGO</h2>  |
| <p><b>Management Team</b><br/> <i>Name 1, title</i><br/> <i>Name 2, title</i><br/> <i>Name 3, title</i></p> <p><b>Industry</b><br/> <i>Industry name(s)</i></p> <p><b>Projected Year 1 Revenue</b><br/> <i>\$xx,xxx</i></p> <p><b>Projected Break-even</b><br/> <i>Projected month of operation</i></p> <p><b>Funding Sought</b><br/> <i>\$xx,xxx</i></p> <p><b>Use of Funds</b><br/> <i>Primary uses of funds</i></p> | <p><b>Business Description</b><br/> <i>Here is where you present the overall picture of what you are doing, i.e., "the big picture." It should contain a complete description of your product or service, target market(s), customers, unique features, benefits, spinoffs, and environmental impact. Some key things to consider:</i></p> <ol style="list-style-type: none"> <li><i>1. What is your product / service</i></li> <li><i>2. What are important attributes of your product/service</i></li> <li><i>3. How does your product/service benefit customers</i></li> <li><i>4. Where will you be located</i></li> <li><i>5. Any proprietary rights (patent, copyright, etc)</i></li> </ol> <p><b>Market</b><br/> <i>This section should describe your target market. Be sure to utilize primary and secondary market research (cite sources).</i></p> <ol style="list-style-type: none"> <li><i>1. What is the present size and growth potential of your market</i></li> <li><i>2. What percent of the total market will you capture now and in the future</i></li> <li><i>3. Any industry trends affecting growth? How will you capitalize on these trends?</i></li> <li><i>4. Seasonal fluctuations in sales / expenses</i></li> <li><i>5. What is typical profit potential &amp; gross margin in the industry</i></li> <li><i>6. Describe target market (Demographics / Psychographics)</i></li> </ol> <p><b>Competition</b><br/> <i>Describe and analyze your key competitors. How will you differentiate your product/service? Consider including a chart to highlight differences.</i></p> <p><b>Production / Manufacturing (if applicable)</b><br/> <i>Will you manufacture, outsource, license, etc? Briefly explain your plan.</i></p> <p><b>Management</b></p> <ol style="list-style-type: none"> <li><i>1. Who is on your management team</i></li> <li><i>2. What education, experience, and talents do they bring to venture?</i></li> <li><i>3. Describe organizational structure (organizational chart)</i></li> <li><i>4. What are anticipated personnel needs now and in future?</i></li> <li><i>5. What outside resources will be available to you? (board of advisors, etc)</i></li> </ol> <p><b>Financial Plan</b><br/> <i>Describe how you calculated sales and expenses (sources). Describe key figures from the financials that justify financial feasibility.</i></p> <ol style="list-style-type: none"> <li><i>1. Include 3-year projections for Annual Income Statement</i></li> </ol> |