Company Name

Address

Address

Phone Number

Email

*COMPANY LOGO*

**Management Team**

Name 1, title

Name 2, title

Name 3, title

**Industry**

Industry name(s)

***Projected Year 1 Revenue***

$xx,xxx

**Projected Break-even**

Projected month of operation

**Funding Sought**

$xx,xxx

**Use of Funds**

Primary uses of funds

**Business Description**

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:

1. What is your product / service
2. What are important attributes of your product/service
3. How does your product/service benefit customers
4. Where will you be located
5. Any proprietary rights (patent, copyright, etc)

**Market**

This section should describe your target market. Be sure to utilize primary and secondary market research (cite sources).

1. What is the present size and growth potential of your market
2. What percent of the total market will you capture now and in the future
3. Any industry trends affecting growth? How will you capitalize on these trends?
4. Seasonal fluctuations in sales / expenses
5. What is typical profit potential & gross margin in the industry
6. Describe target market (Demographics / Psychographics)

**Competition**

Describe and analyze your key competitors. How will you differentiate your product/service? Consider including a chart to highlight differences.

**Production / Manufacturing (if applicable)**

Will you manufacture, outsource, license, etc? Briefly explain your plan.

**Management**

1. Who is on your management team
2. What education, experience, and talents do they bring to venture?
3. Describe organizational structure (organizational chart)
4. What are anticipated personnel needs now and in future?
5. What outside resources will be available to you? (board of advisors, etc)

**Financial Plan**

Describe how you calculated sales and expenses (sources). Describe key figures from the financials that justify financial feasibility.

1. Include 3-year projections for Annual Income Statement