

[Company Name]

Business Plan

# The Opportunity

- ✓ [Company] management's research has identified a significantly underserved segment in the [industry name] industry.
- ✓ [The Company's] [product/service] is uniquely positioned to serve this segment of the market because of its
  - [characteristic #1]
  - [characteristic #2]
  - [characteristic #3]
- ✓ Management estimates that the [Underserved segment] of the market will generate \$ [market estimate] of sales and that [Company] will capture [market share]% of that market by [Year].

# Management

- ✔ [Company]'s management has [# years] years of experience managing and growing businesses
- ✔ [CEO name] age [##] is the CEO; previous experience includes [list other relevant successes]
- ✔ [CFO name] age [##] is the CFO; previous experience includes [list other relevant successes]
- ✔ [COO name] age [##] is the COO; previous experience includes [list other relevant successes]

# The Company

- ✔ [Founded, launched, incorporated] in [year] in [city]
- ✔ The company is currently in the [seed, start-up, growth] stage
- ✔ Management has raised [\$xxx,xxx] through [means of funding]

# Target Market

- ▼ [Company]'s target market comprises [users/buyers/consumers] of [product/service]
- ▼ There are an estimated [xxx,xxx,xxx] customers for these products.
- ▼ Total estimated market for the product/service is \$xxx,xxx,xxx

# Industry

- ✓ The [industry] industry includes such companies as
  - [Other company]
  - [Other company]
  - [Other company]
- ✓ The industry is characterized by [describe relevant industry characteristics]

# Products/Services

- ✓ The company's main business is the [production, distribution, sale] of [product/service]
- ✓ [Company] also expects [product/service] to be a significant source of revenue as the company grows

# Competition

- ✓ Competitors in the [industry] industry include
  - Competitor #1
  - Competitor #1
  - Competitor #1
- ✓ Our competitive advantage is our [advantage #1] and our [advantage #2]

# Marketing

- ✔ [Company] is positioning our [product/service] as the [low-cost, highest quality, best value] [producer, provider] of [product, service] in the marketplace.
- ✔ We will use a variety of marketing approaches and materials including [brochures, white papers, trade shows, seminars]
- ✔ Advertising will purchased in [list all media that apply]

# Public Relations

- ▼ [Company] has retained [PR firm] to help launch our [product/service] and to create a buzz about us in the marketplace
- ▼ [List other PR activities]

# Sales

- ▼ [Company name]'s sales will be handled by [in-house sales staff, independent agents, authorized dealers, or other]
- ▼ [Include brief description of sales process from lead generation to closing of sale]
- ▼ Compensation for sales will be in the form of [salary, salary plus commission, straight commission, agent fee, or other method]

# Risks & Rewards

## ▼ Risks

- The primary risk to [Company]’s business is [describe risk]
- A second risk is [describe risk]
- [Describe additional risks as needed]

## ▼ Contingency Plans

- Management will mitigate [Risk #1] by [briefly describe potential plans to deal with Risk #1]
- Management will mitigate [Risk #2] by [briefly describe potential plans to deal with Risk #2]

# Operations

- ✔ [Company] operates its business from [number] locations
- ✔ Key to the success of [Company] is the [supplier network, production process, order fulfillment system, design lab, consulting organization, or any other operational advantage the Company possesses].
- ✔ The [distribution center, warehouse] includes a Customer Service department that receives and processes orders, assists with expediting major orders, and provides support to customers in changing and tracking orders and returns.
- ✔ Research and development is conducted by [key management, engineering, a dedicated R&D department]
- ✔ *{List other relevant operations information as needed}*

# Technology Plan

- ▼ [Company] has a web site at  
[http://www.[companyurl].com]
- ▼ [Company]'s hardware needs include
  - [Need #1]
  - [Need #2]
- ▼ Software [used, to be purchased] includes
  - [Software #1]
  - [Software #2]

# Major Milestones

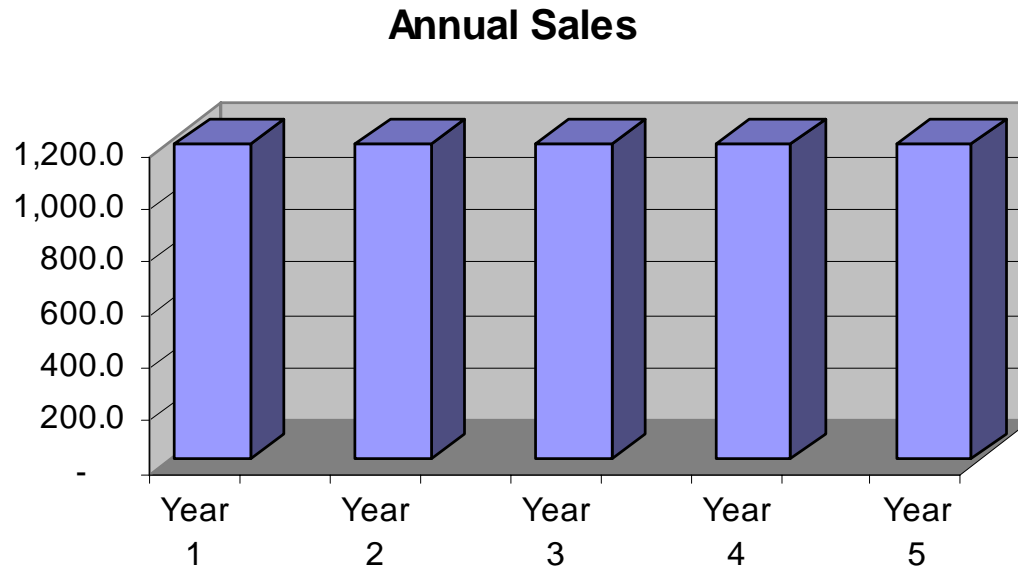
- ▼ [Company] was founded [founding date]
- ▼ First sale [occurred, will occur] [first sale date]
- ▼ Profitability [was, will be] attained [profitability date]
- ▼ [Company] hired its [CEO, CFO, CIO, etc.] in [Month, Year]
- ▼ [Mention any other important milestones]

# Financial Information

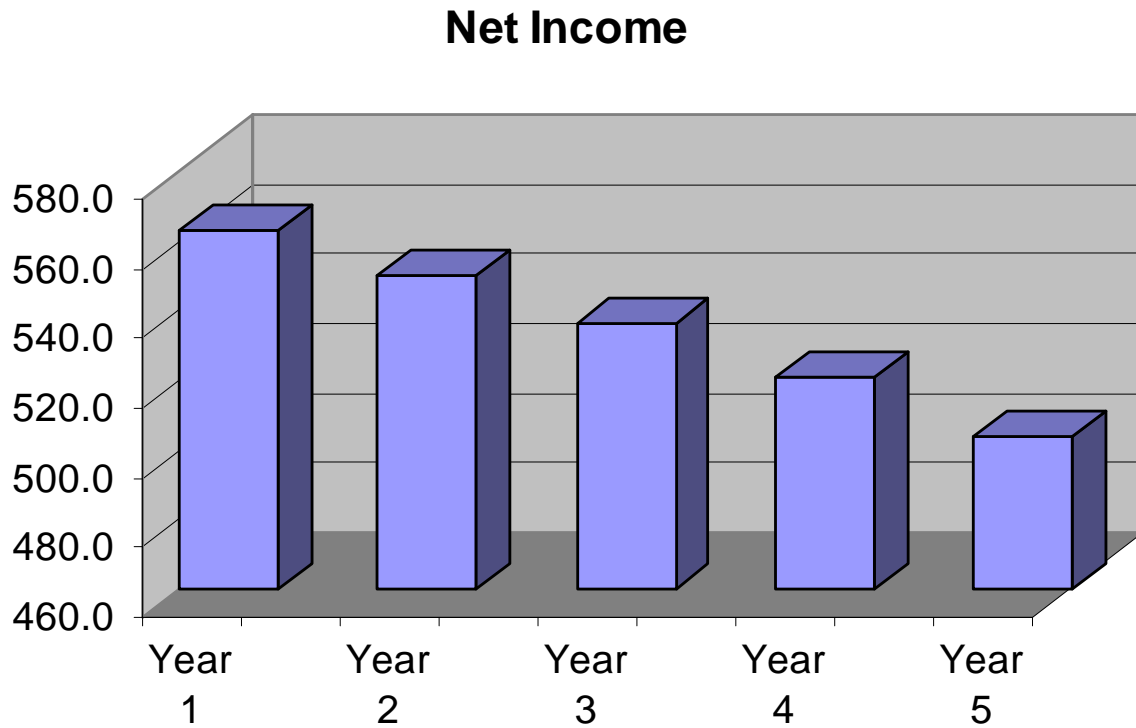
➤ {There are many different options available in presenting financial information about your company. We recommend that you keep the numbers simple in a presentation such as this one. Refer your audience to your full business plan for details.}

➤ {Thus is a good place to use some of the graphs from the Planigent Financials Excel Spreadsheet. The next two slides show examples of what you can include. To change the graphs, click on the graph and press the “Delete” key. Then click on the graph in the Excel file that you want to present, Copy it, and Paste it into the PowerPoint slide.}

# Sales Forecast



# Net Income Projection



# Capital Requirements

Sources	Amount
Owners' Investment	\$ xxx,xxx
Proceeds from this offering	\$ x,xxx,xxx
<b>Total Sources</b>	<b>\$ x,xxx,xxx</b>
<b>Uses</b>	
Development Cost	\$ xxx,xxx
Marketing and Advertising	\$ xxx,xxx
Salaries	\$ xxx,xxx
Rent and Equipment	\$ xxx,xxx
<b>Total Uses</b>	<b>\$ x,xxx,xxx</b>

# Exit Strategy

- ✔ [Company] management is projecting that it will have a highly profitable business with a relatively small expense and asset base.
- ✔ We forecast of \$[dollar amount] of pretax income in the third year of operation
- ✔ Company is positioning itself for an initial public offering; however, its remarkably low overhead and capital needs make early acquisition a more probable scenario.
- ✔ *{Alternatively, discuss another exit option such as sale to individual(s), stockholder or employee buyout, franchise, hand down to family member(s), or close.}*