[Company Name]

Business Plan

Mission Statement

- A clear statement of your company's long-term mission. Try to use words that will help direct the growth of your company, but be as concise as possible.

The Team

- List CEO and key management by name
- Include previous accomplishments to show these are people with a record of success
- Summarize number of years of experience in this field

Market Summary

- Market: past, present, & future:
  - Review those changes in market share, leadership, players, market shifts, costs, pricing, or competition that provide the opportunity for your company's success.

Opportunities

- Problems and opportunities:
  - State consumer problems, and define nature of product/service opportunities created by those problems.

Business Concept

- Summarize key technology, concept or strategy on which your business is based

Competition

- Summarize competition
- Outline your company's competitive advantage

Goals & Objectives

- Five-year goals
  - State specific measurable objectives
  - State market share objectives
  - State revenue/profitability objectives

Financial Plan

- High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
- Use several slides to cover this material appropriately.

Resource Requirements

- Technology requirements
- Personnel requirements
- Resource requirements
  - Financial, distribution, promotion, etc.
- External requirements
  - Products/services/technology required to be purchased outside company

Risks & Rewards

- Risks
  - Summarize risks of proposed project
- Addressing risk
  - Summarize how risks will be addressed
- Rewards
  - Estimate expected pay-off, particularly if seeking funding

Key Issues

- Near term
  - Isolate key decisions and issues that need immediate or near-term resolution
- Long term
  - Isolate issues needing long-term resolution
  - State consequences of decision postponement
- If you are seeking funding, state specifics