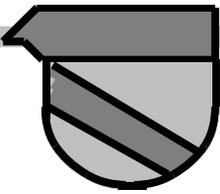


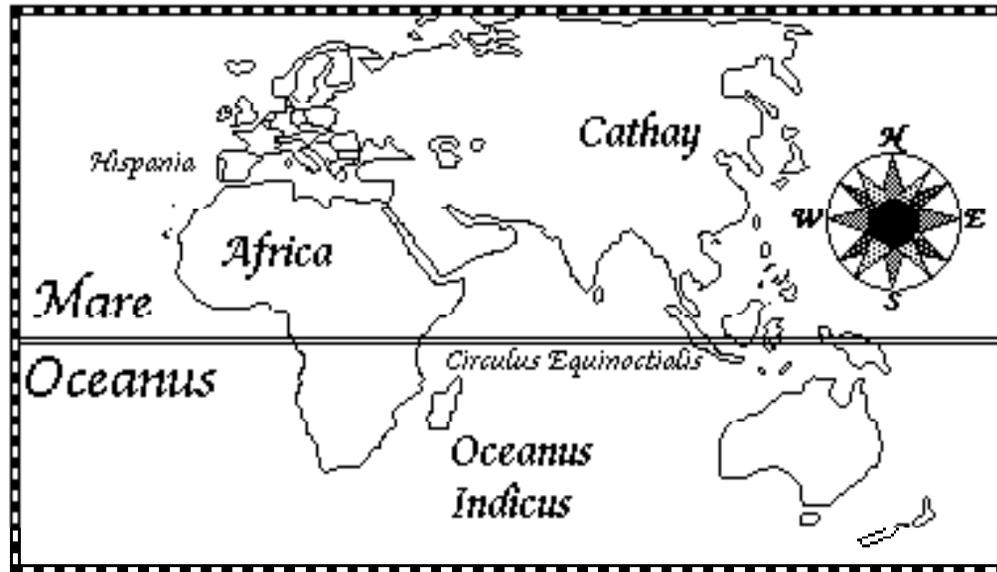
Business Plan

**Presented for the consideration of
Her Majesty
Queen Isabella**

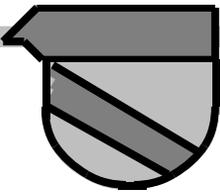
**by
Christopher Columbus
of Genoa**



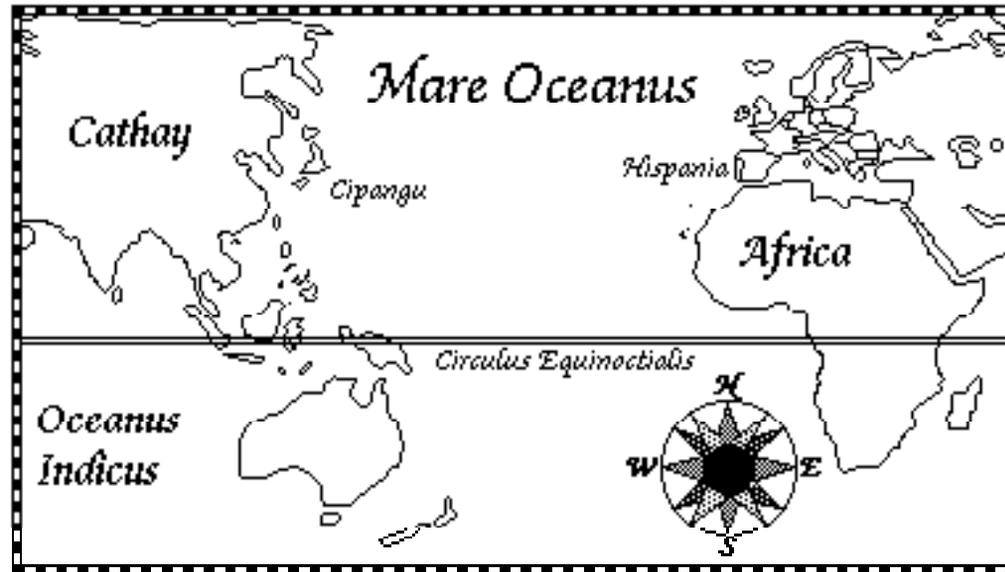
World Trade Routes



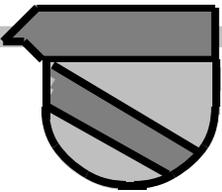
- **Current Route:** sail Mediterranean, overland across Asia
 - A long and dangerous way to Cathay and the Indies
- **New Proposed Route:** sail South of Africa, then Eastward
 - Even longer and more dangerous for Spanish traders



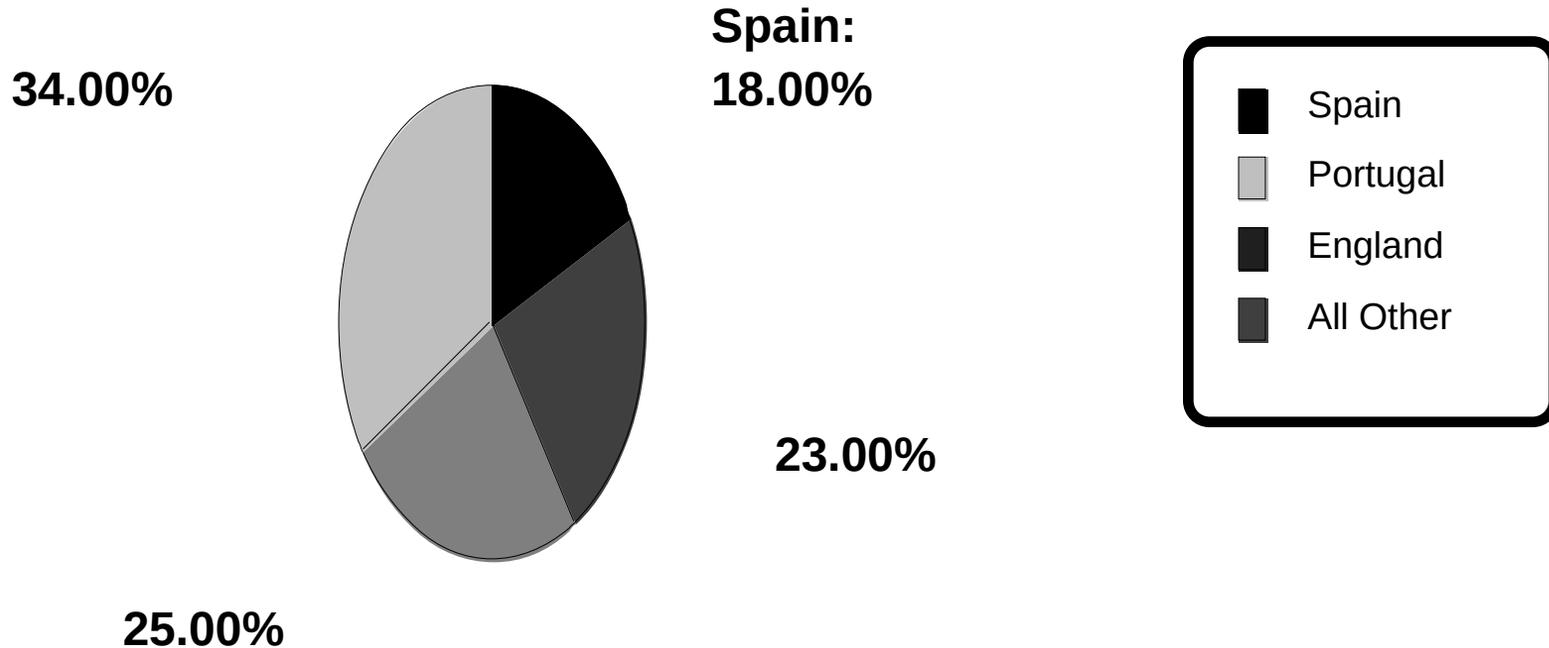
A New Trade Route



- A Direct route should be possible by sailing Westward
 - Faster and safer because very much shorter
 - Hitherto unexploited by the English or Portuguese



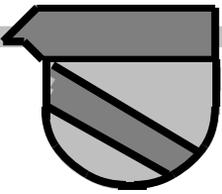
World Trade Market Share (FY 1490)



- In FY 1490 Spanish trade lagged far behind that of Portugal — less than 1/5 European total

England and

- A new route Westward could redress the balance



Proposed Expedition

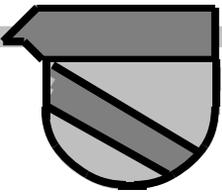
We will explore a Western sea route to the Indies

If we can discover a new route to the Indies the benefits to the Kingdom of Spain will be immense:

- Significant rise in trade
- Possession of all new lands discovered
- *Substantial increase in revenues to the crown!*

But we must act soon:

- (From reliable sources) English and Portuguese are even now considering India expeditions.

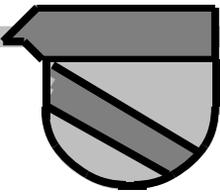


Expedition Plan

To ensure success, we have:

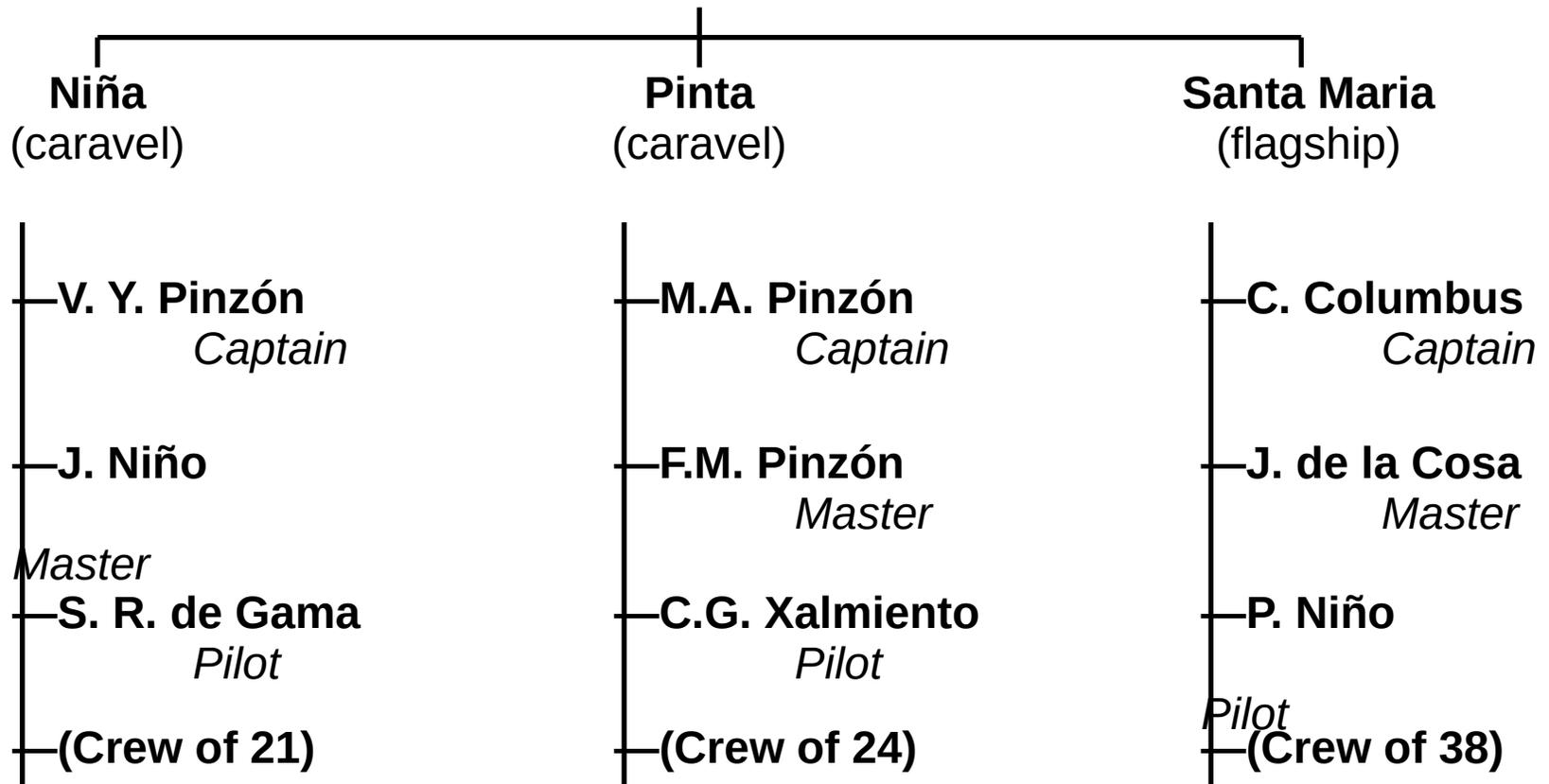
- Prepared a fleet of three seaworthy ships
- Hand-selected a staff of experienced officers and able-bodied seamen
- Contracted for the services of scientists, linguists, surgeons, and priests to accompany the expedition

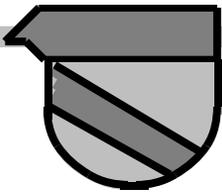
The team is assembled— but we need your support.



Fleet Organization

C. Columbus
Admiral





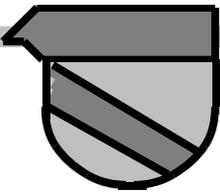
Risks To Be Considered

Potential dangers

How we cope

- Portuguese mercenaries
- Hostile natives
- Weather
- Navigational uncertainty

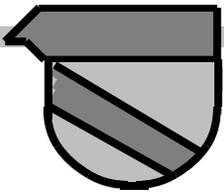
- Diplomatic mission from the Queen to Portugal
- Trained military men will accompany the ships
- Officers and crew have experience in the latitudes
- New, more precise navigational methods have been developed



Estimated Budget

All figures in thousands of Ducats

Ships	D	725,000
Personnel		350,000
Supplies		125,000
Trading Goods		250,000
Weapons		50,000
<hr/>		
Total Projected Budget	D	1,500,000
<hr/>		
Already Raised (3/14/1491)	D	500,000

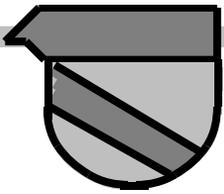


Proposed Royal Funding

We propose that the Queen provide:

1. An investment of D1,000,000, (reimbursable from profits)
2. A royal charter for the expedition
3. Diplomatic papers to assist in potential negotiations with Indian potentates
4. Royal contracts for ship's supplies

Royal support is essential to our chances of success



Advantages for Spain

Spain has a golden opportunity to enhance its position as a world power:

- Establish a practical sea route to the Indies
- Increase Spain's share of world trade
- Bring untold gold into the royal treasury

It will be like a “New World” for Spain