

BUSINESS PLAN

DATE PREPARED

CONTACT

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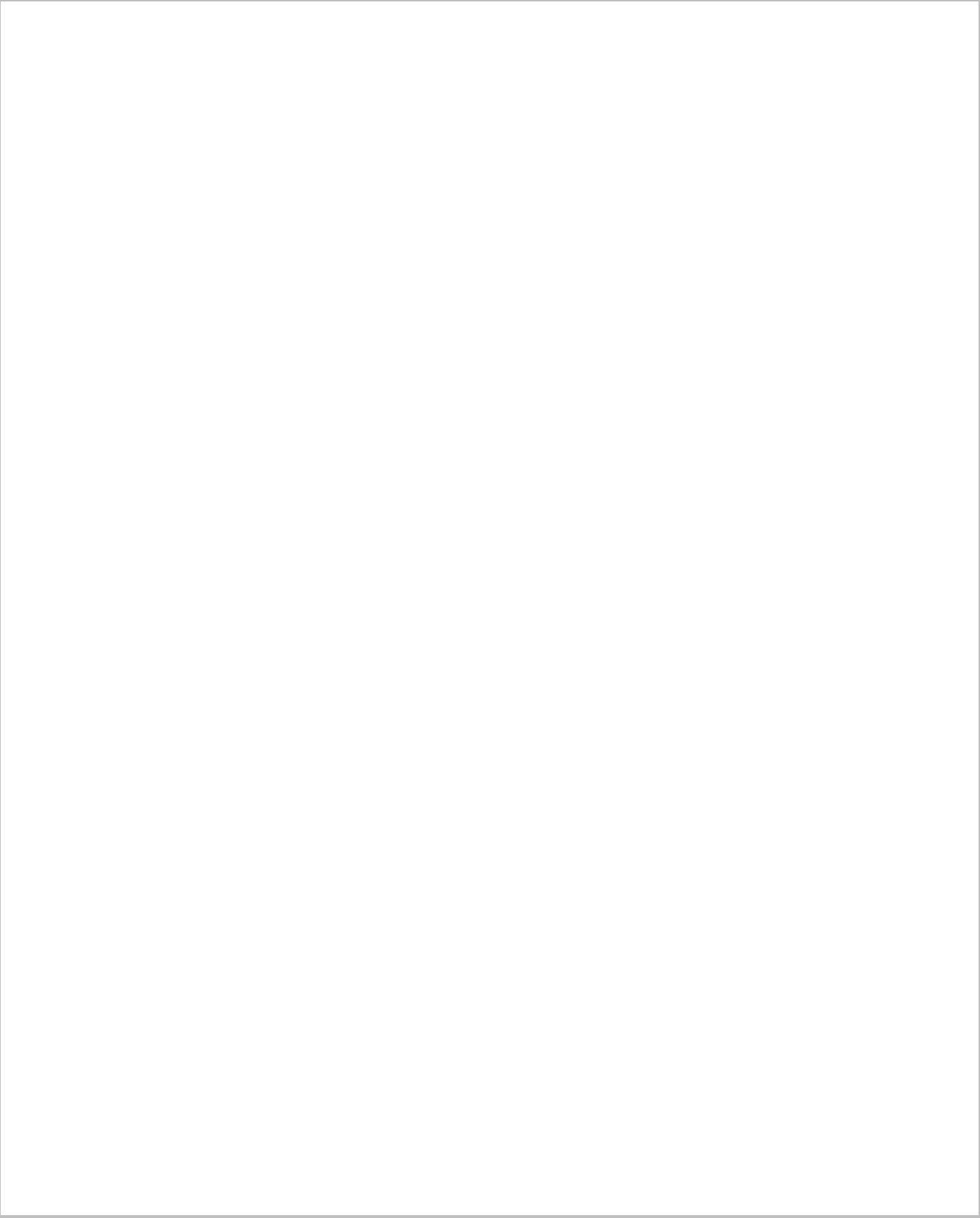
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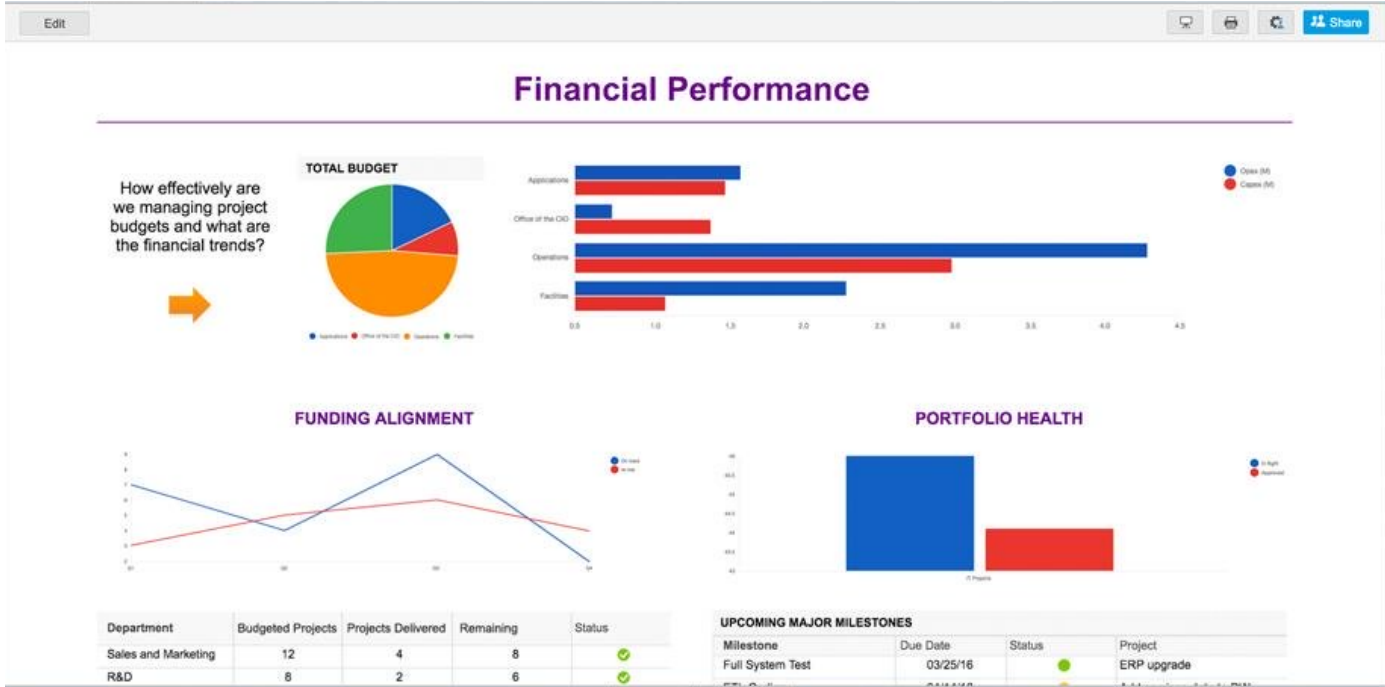
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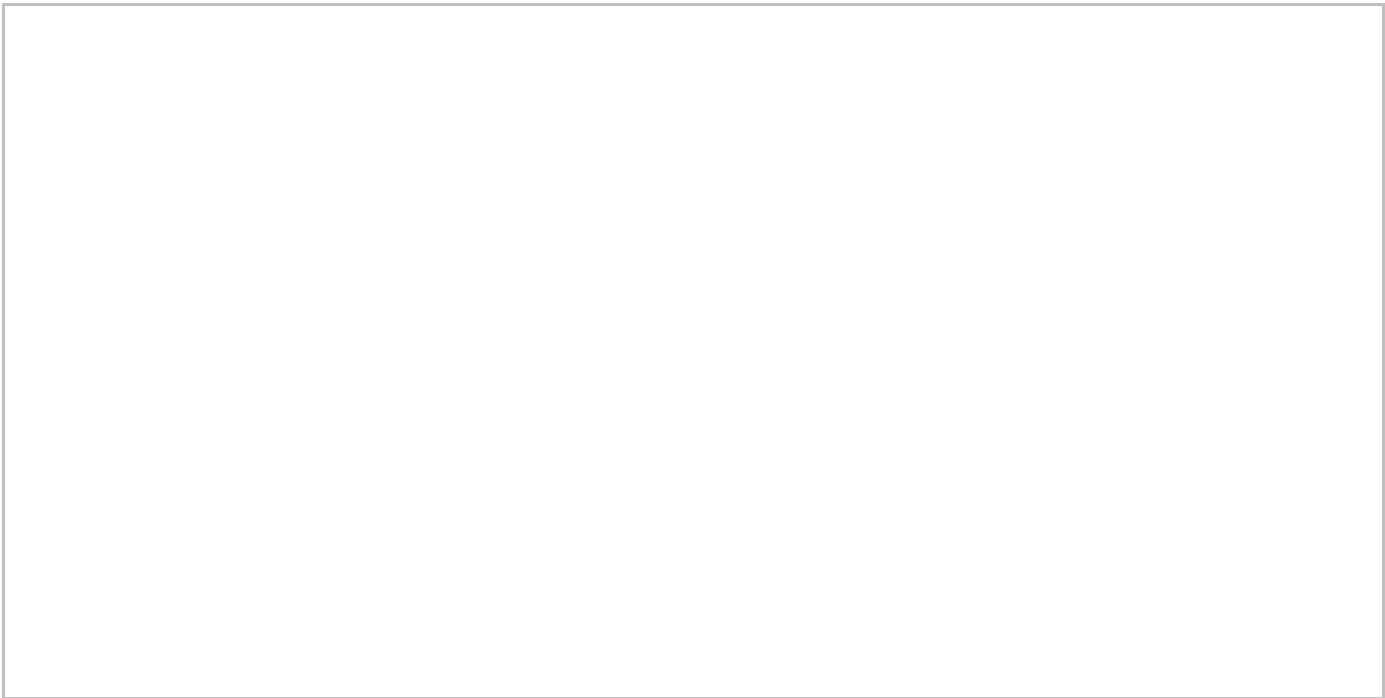
1. EXECUTIVE SUMMARY



2. FINANCIAL HIGHLIGHTS

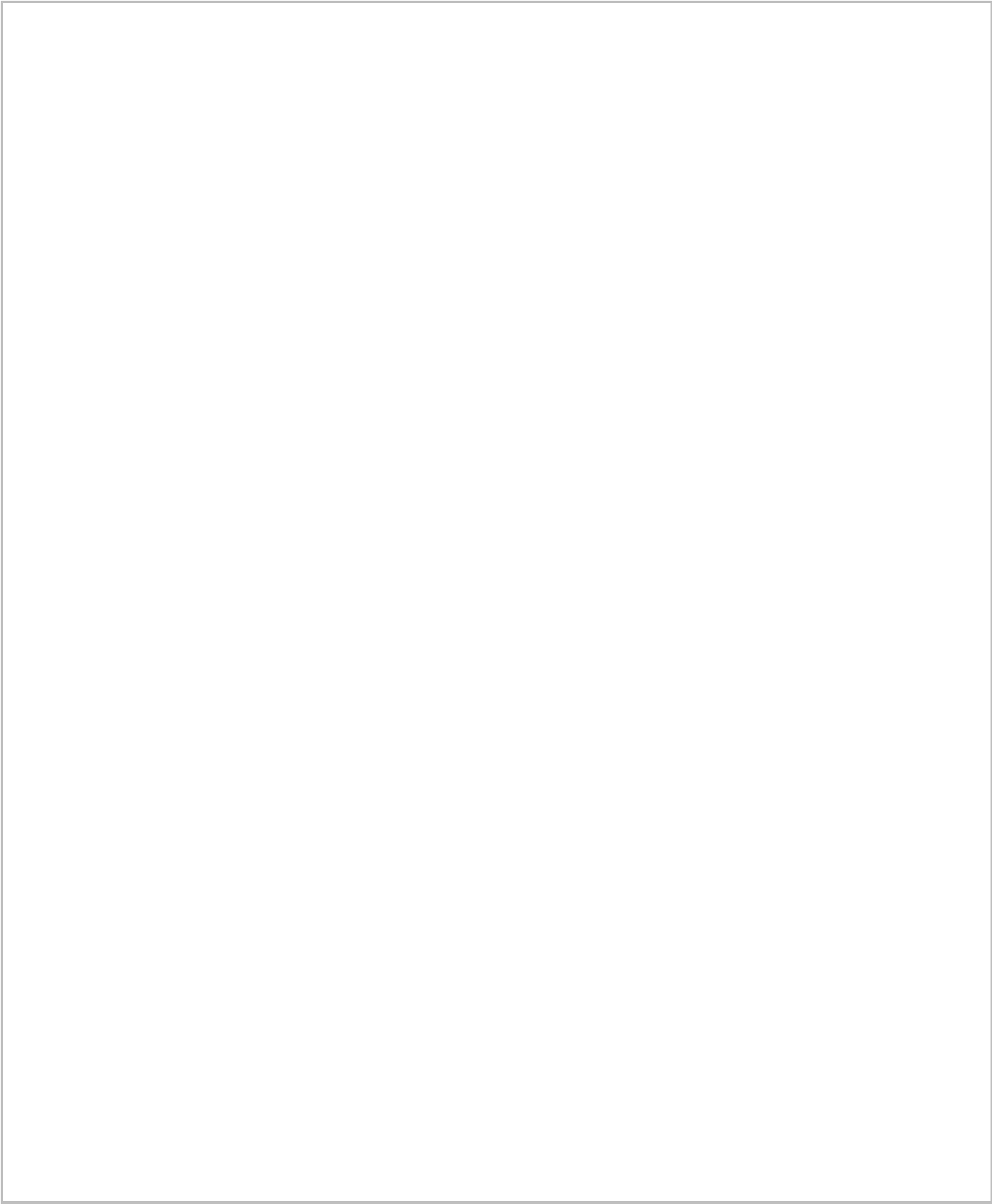


3. FINANCING REQUIREMENTS



4. COMPANY BACKGROUND

4.1 OVERVIEW



4.2 TEAM

4.2.1 MANAGEMENT TEAM



4.2.2 ADVISORY BOARD



5. MARKET ANALYSIS

5.1 PROBLEM & SOLUTION

5.1.1 THE PROBLEM

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5.1.2 OUR SOLUTION

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5.2 TARGET MARKET

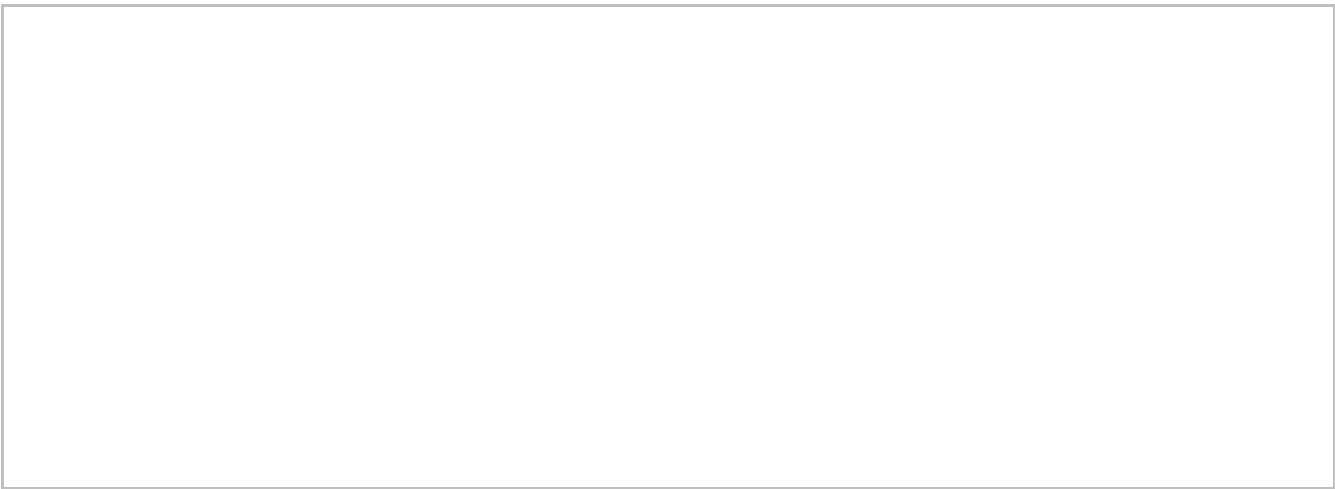
5.2.1 MARKET SIZE



5.2.2 SEGMENT 1



5.2.3 SEGMENT 2



5.3 COMPETITION

5.3.1 CURRENT ALTERNATIVES TARGET BUYERS ARE USING



5.3.2 OUR COMPETITIVE ADVANTAGES



6. EXECUTION

6.1 PRODUCT OR SERVICE OFFERINGS

6.1.1 PRODUCT OR SERVICE

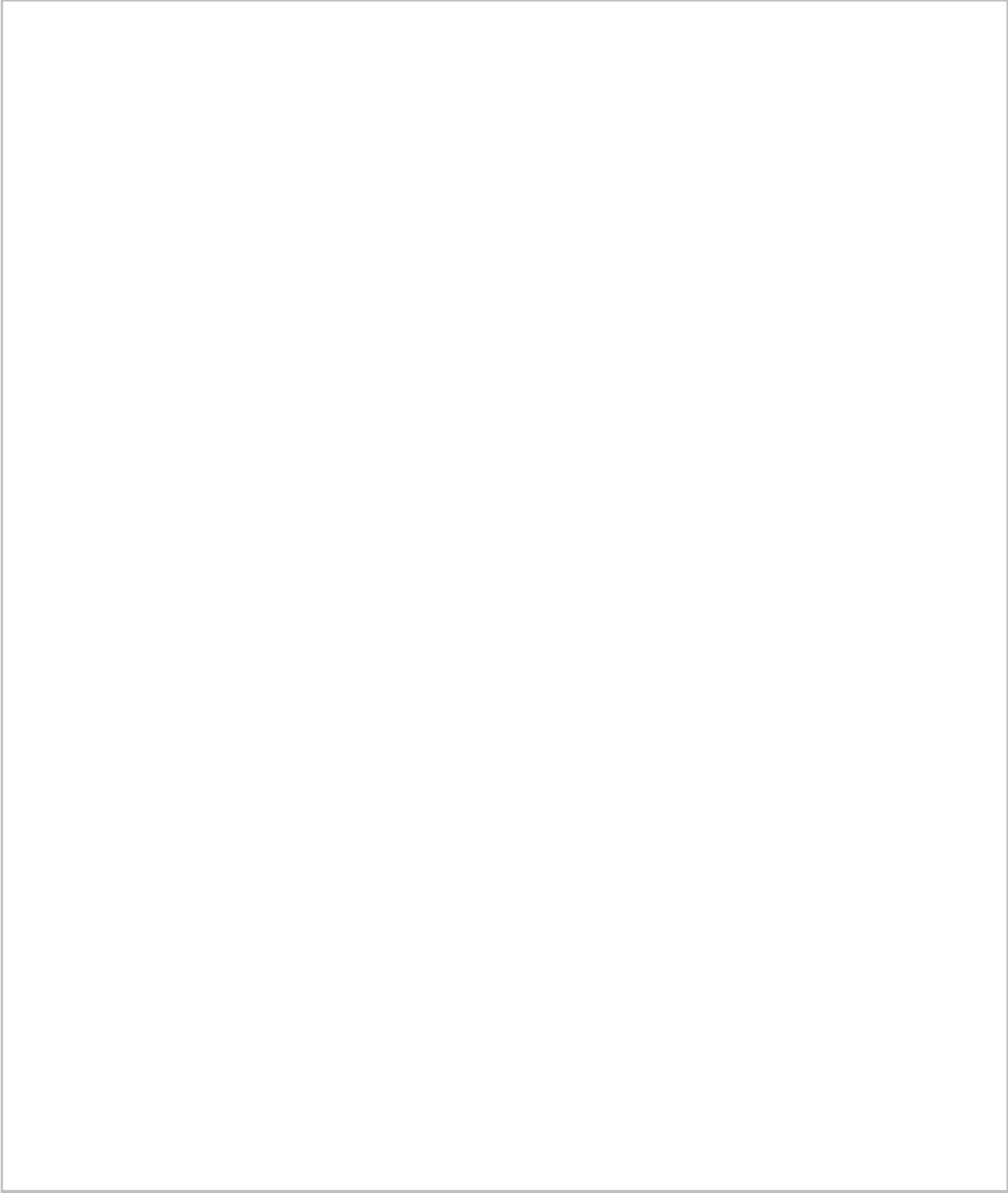


6.2 SALES AND MARKETING PLAN

6.2.1 MARKETING PLAN



6.2.2 SALES PLAN



6.3 OPERATIONS

6.3.1 LOCATIONS & FACILITIES



6.3.2 TECHNOLOGY USED TO OPERATE BUSINESS



6.3.3 EQUIPMENT & TOOLS NEEDED TO OPERATE BUSINESS

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6.4 MILESTONES & METRICS

6.4.1 MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE

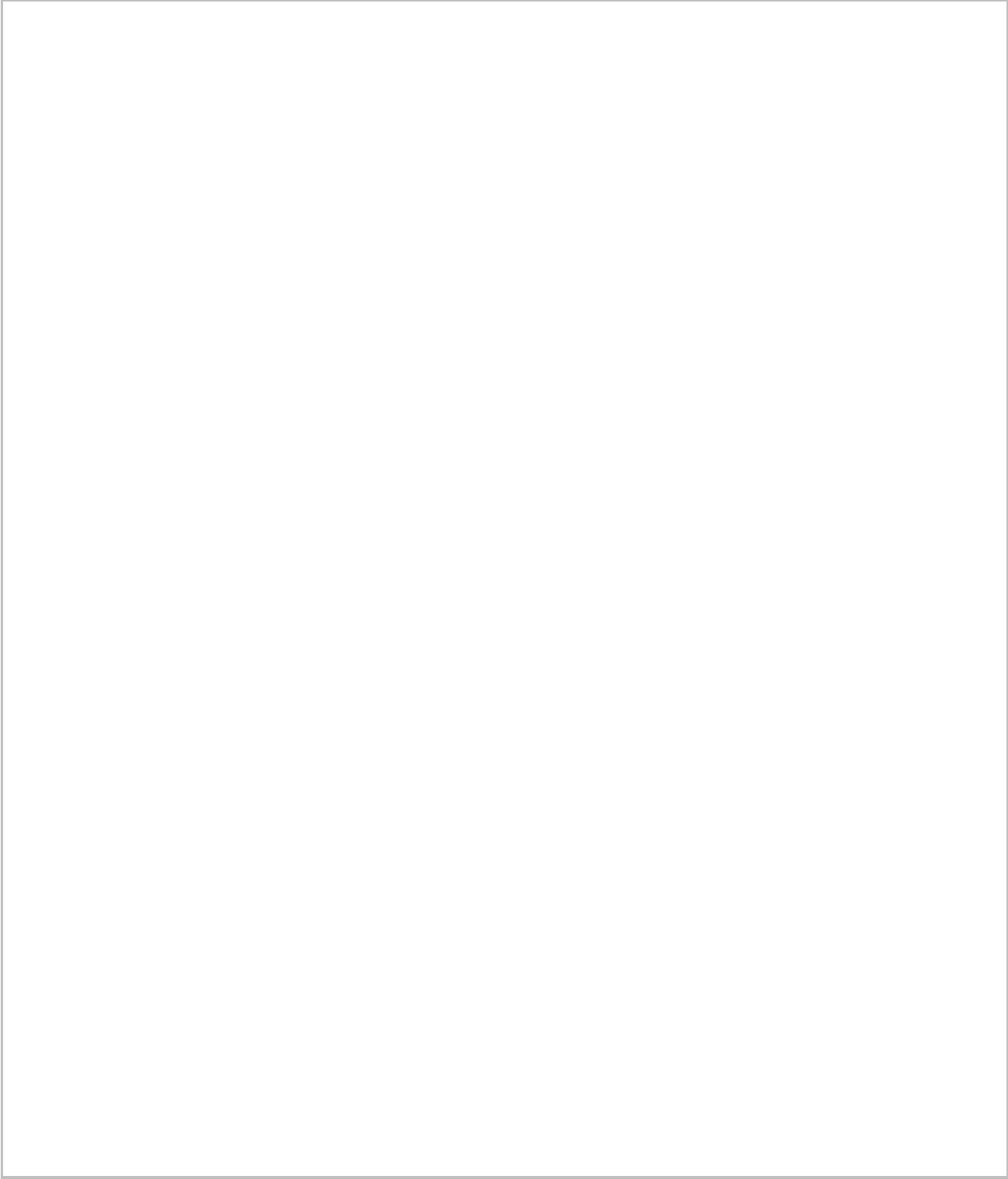
6.4.2 KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC

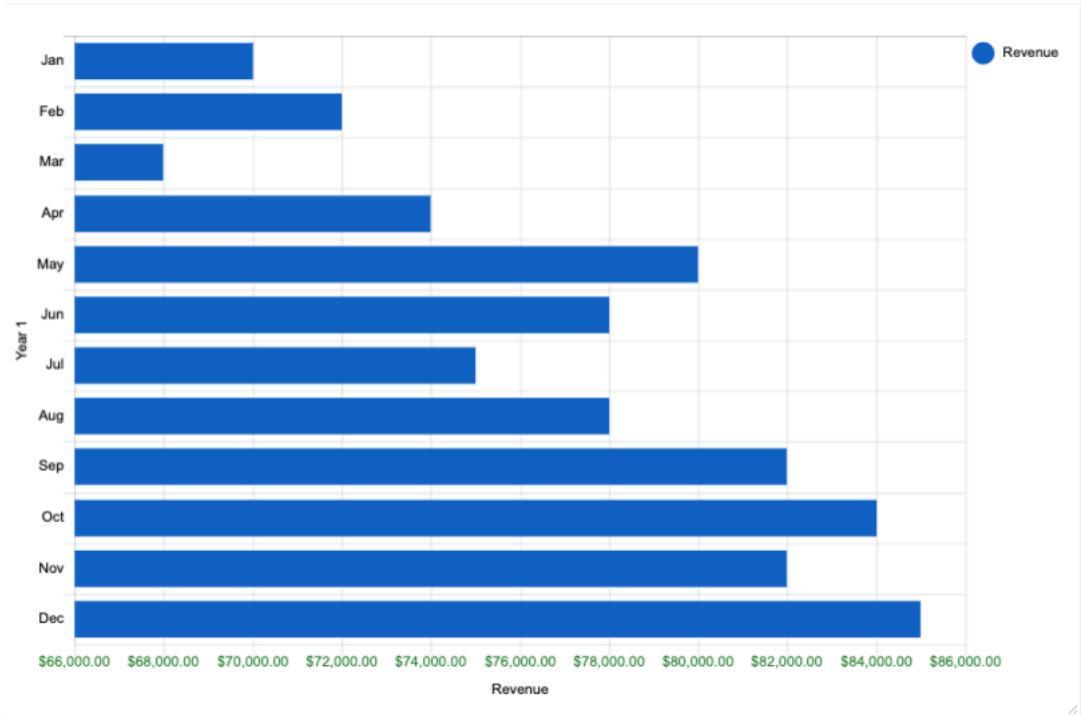
7. FINANCIAL PLAN

7.1 FORECASTS

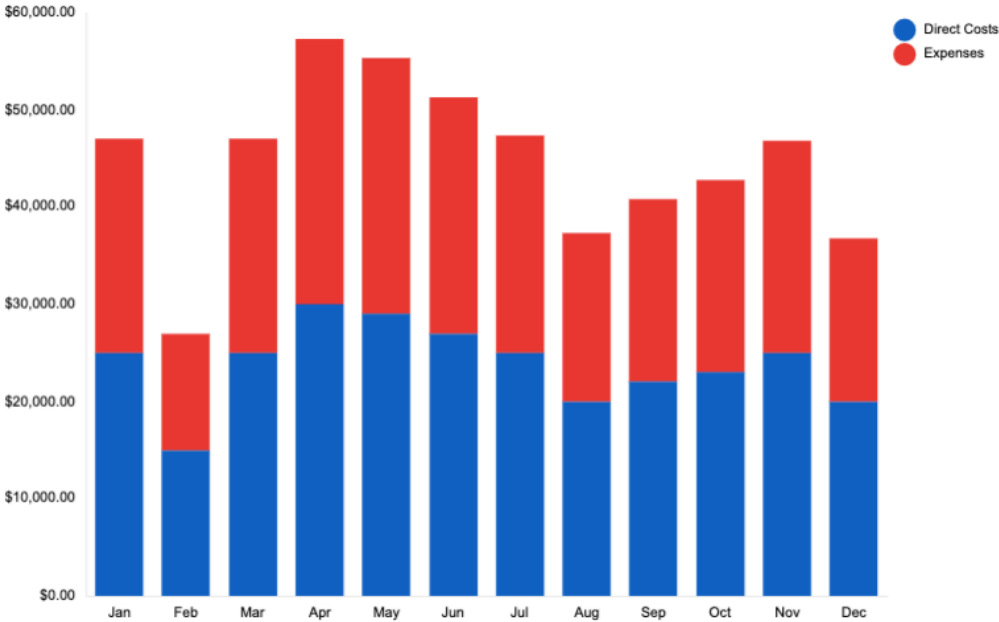
7.1.1 KEY ASSUMPTIONS



7.1.2 REVENUE FORECAST



7.1.3 EXPENSE FORECAST



7.1.4 NET PROFIT (OR LOSS) FORECAST

7.2 FINANCING

7.2.1 SOURCES OF FUNDING

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7.2.2 USE OF FUNDING

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7.3 FINANCIAL STATEMENTS

7.3.1 PROFIT & LOSS

COMPANY NAME

TIME PERIOD COVERED

INCOME	
Sales Income (Including Deductions for Returns and Discounts)	\$ -
Other Income	\$ -
TOTAL INCOME	\$ -

COST OF GOODS SOLD	
CoGS	\$ -
TOTAL CoGS	\$ -

NET INCOME <i>Income minus CoGS</i>	\$ -
--	-------------

	NET INCOME
<i>Net Income minus Total Expenses</i>	\$ -

EXPENSES	
Wages and Benefits	\$ -
Rent/Mortgage	\$ -
Utilities	\$ -
Office Supplies	\$ -
Phone	\$ -
Web Hosting	\$ -
Insurance	\$ -
Travel	\$ -
Depreciation	\$ -
Taxes	\$ -
Other Expenses	\$ -
TOTAL EXPENSES	\$ -

7.3.2 BALANCE SHEET

[COMPANY NAME]

BALANCE SHEET

ASSETS	[YEAR]	[YEAR]
CURRENT ASSETS		
Cash		
Accounts Receivable		
Inventory		
Prepaid Expenses		
Short-Term Investments		
TOTAL CURRENT ASSETS	\$ -	\$ -
FIXED (LONG-TERM) ASSETS		
Long-Term Investments		
Property, Plant, and Equipment (Less Accumulated Depreciation)		
Intangible Assets		
TOTAL FIXED ASSETS	\$ -	\$ -
OTHER ASSETS		
Deferred Income Tax		
Other		
TOTAL OTHER ASSETS	\$ -	\$ -
TOTAL ASSETS	\$ -	\$ -

LIABILITIES AND OWNER'S EQUITY	[YEAR]	[YEAR]
CURRENT LIABILITIES		
Accounts Payable		
Short-Term Loans		
Income Taxes Payable		
Accrued Salaries and Wages		
Unearned Revenue		
Current Portion of Long-Term Debt		
TOTAL CURRENT LIABILITIES	\$ -	\$ -
LONG-TERM LIABILITIES		
Long-Term Debt		
Deferred Income Tax		
Other		
TOTAL LONG-TERM LIABILITIES	\$ -	\$ -
OWNER'S EQUITY		
Owner's Investment		
Retained Earnings		
Other		
TOTAL OWNER'S EQUITY	\$ -	\$ -
TOTAL LIABILITIES AND OWNER'S EQUITY	\$ -	\$ -

7.3.3 CASH FLOW STATEMENT

8. APPENDIX



SMALL BUSINESS PLAN TEMPLATE

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