



## Business Plan Template Sample

Company Logo Here

Company Name Business Plan

Date

This document contains confidential and proprietary information belonging to [Company Name \] the producers of [Product Name],

[3 to 5 word product description]

Contact information for the company: CEO Contact Information

**INFORMATION REGARDING BUSINESS PLAN**

This Business Plan (the “Business Plan”) contains certain information regarding the current and planned operations and business of [Name] (the “Company” or “[Short Name]”); including the projected financial performance of the Company. This Business Plan has been provided to the recipient solely for the purpose of assisting the recipient in deciding whether to proceed with an Location in-depth investigation of the Company in accordance with procedures established by the Company and its advisors.

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# Executive Summary

*Introduction*

The Company, [short description], [location], [product name, usage, uniqueness, business model.

*The Challenge* Market challenge *The Solution*

How product solves the challenge

*The Market*

Market description – Overall, taxonomy, CAGR

*Product Development*

Short product description, end user value proposition, and market validation.

*Intellectual Property*

Description and status of patents.

*Business Validation*

Why business will be viable and strong.

.

*The Competition*

Why the company’s products fit market problem better than competitor’s products.

*The Management Team*

* Names and descriptions citing key successes related to the company.

*The Business Opportunity*

How the company will return value to investors.

*Upside Potential*

Blue sky opportunity when available

*Funding Requirements*

How much, how used, company results with implication of what the results mean to the investor.

# [Name] Product Description

* 1. *Current Components*

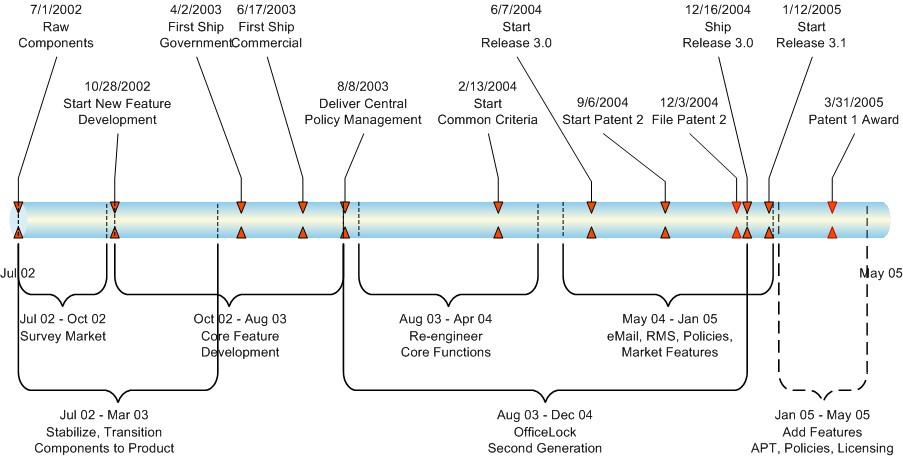
Description…

*Figure 2-1 [Name] Major Components*

* 1. *Market-sector Product Packaging*
  2. *Development time line*

Description…

*Figure [name] Product Time Line (Visio sample follows)*



*Product, Support, Production and Certification*

* 1. *Product Feature and Technology Plan*

Description…..

*Figure Technology Roadmap Summary (sample follows)*

Product Support (method of) Summary

* 1. *Intellectual Property*

Description…

# The Market for [Product Name]

* 1. *Market Description*

Description citing certifiable references and studies

* 1. *Market Size*

Description overall with CAGR, taxonomy, focus sector size and CAGR. Unique focus sector requirements matching unique product features. Summary in figure with detail in an Exhibit.

*Figure 3-1 Market Size –*

* 1. *Compelling Market Indicators*
     + Third party comments (analysts, pundits, trade associations, etc.
  2. *Revenue Model*

Company’s revenue model

* 1. *Price Positioning*

Price strategy and description Investors like annuity revenues..

# Competition

* 1. *Competitor Analysis*

Figure Competitor Comparison

* 1. *Categorizing Competitive and Related Products (as appropriate)*
  2. *Competitive Differentiation*
     + Clear description of unique features, functionality and why the end users have a better value proposition than competitors.

Figure 4-3 describes [product name’s] strengths, weaknesses and position against other products.

*Figure 4-3 Competitive Strengths and Weaknesses – Positioning to win*

|  |  |  |  |
| --- | --- | --- | --- |
| **Company** | **Strengths** | **Weaknesses** | **We Win/We Lose** |
|  | ∙ |  | Win When:   * Flexible Lose When: * Size of   ∙ |
|  | ∙ | ∙ | Win when:   * Stong Lose When: * Strong auditing required |
|  | ∙ | ∙ | Win when:   * Full solution * ops Lose When: * Only |
|  |  |  | Win when:  ∙ .  Lose When:   * Concerns about Company size |

# Sales and Marketing

Summary description of go to market strategy as intro

* 1. *Go to Market Strategy*

Description…

*Figure 5-1 Go to Market (graphic representation)*

* 1. *Customer value proposition by focus market segment*

.

* 1. *Company Brand Development and Demand Generation Marketing Approach and activities*

Description

*Figure 5-2 Marketing Roadmap summary*

This is an example of an exhibit:

1. Organization Phase
   1. Sales i.
   2. Marketing
      1. Complete end user selling tools
      2. Define telemarketing resources
      3. PR and news worthy articles, drive brand
      4. Industry Analyst vision, prod. mgt., relationships
      5. Establish level 1 web branding and pull program
2. Build Traction Phase
   1. Sales
      1. Add sales personnel according to plan
      2. North America geography focus – primary
      3. 2nd Tier Industry Sectors: Financial & Business Services, Government, CPA & Law Firms
      4. Direct metrics to drive sales
   2. Marketing
      1. Expand web lead generation program
      2. Expand sales tools & testimonial stories
      3. Drive demand generation
      4. Participate in key industry exhibitions
      5. Identify next focus markets
      6. Develop essential channel tools
      7. Secondary: one tier and geo. channel
3. Leverage Distribution Phase
   1. Sales
      1. Add sales
   2. Marketing
      1. Develop additional industry analyst resources
      2. Enhance we lead
      3. generation
4. Leverage Distribution Phase
   1. Sales
      1. Expand focus to key EMEA, A/P and LAC markets
      2. Formalize channel sales function
      3. Add global sales management resource
      4. Shift metrics to drive channel sales
      5. Add consumer sales (strategic partners)
   2. Marketing
      1. Tailor messaging to multinational markets
      2. Develop additional
5. Exploit Global Markets
   1. Sales
      1. Expand focus to key EMEA, A/P and LAC markets
      2. Formalize channel
6. Marketing
   1. Tailor messaging to multinational markets
   2. Develop additional industry
   3. *Sales Organization*

Describe

∙

* 1. *Sales and Channel Programs*
     + Describe.

# Our Strategy

* One or two paragraph company strategy description.

1. Management Team

Detail on management team emphasizing why their backgrounds match the challenge.

The Board of Directors consists of …… experts who advise the Company on pertinent business matters.

# Financial Plan

Financial Plan (Refer to Exhibit Financial Statements and Operating Plan)

*Figure 8-1 Summary Operating Statement and Key Ratios*

**Financial Summary Total Total Total Total 2016 2017 2018 2019**

Target Market Size-(000's) Growth Rate (Yr/Yr.) Market Share %

Total Bookings Revenue Projection

Growth Rate

Operating Income

% of Sales

EBITDA

% of Sales EBITDA-CapEx

Operating Cash Flow (Incls CapEx)

% of Sales Employees

Sales per Employee

Sales per Field sales Employee

Sales Breakdown- % of Total Software

Software Maint/Support

Operating Expenses as % of Revenue Customer Support

Development

Sales and Marketing General and Administrative

Basic Operating Statement assumptions include:

# Risk Management

Describe categories and how risks will be managed.

# Conclusion

On paragraph about making it happen

## Exhibit

## Exhibit Market Projection Methods

## Exhibit: Pricing Structure, Competition and Company

*Exhibit 4-1 Price and Channel Discount Model*

The competitor product pricing information contained in Figure 8 was obtained through publicly available information on the internet.

*Exhibit Competitor Product Pricing Data*

*Exhibit [Product Name] Price List*

## Exhibit: Management Team, Board of Directors and Advisory Board

*Management Team Board of Directors*

Advisory Board

## Exhibit: Financial Statement Projections as of [Date]

.

Exhibit 8-1 Income Statement

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Financial Projections (X $000)** |  | **2012** |  |  | **2013** |  | **2014** | | |
| Revenue | $ | - | | $ | 4,349 | $ | 4,656 | $ | - |
| Cost of Goods | $ | - | | $ | 1,185 | $ | 1,200 | $ | - |
| Gross Margin | $ | - | | $ | 3,164 | $ | 3,456 | $ | - |
| Operating Expenses: | | | | | | | | | |
| Sales & Marketing | $ | | | | 30,261 | $ | 65,279 | | |
| Research & Development - - | | | | | | | | | |
| General & Administrative 67,225 122,700 | | | | | | | | | |
| Operating Income - EBITDA | $ |  | - | $ | (94,322) | $ | (184,523) | $ | - |
| EBITDA % of Revenue |  | 9.3% |  |  | 27.7% |  | 39.0% | 49.6% | |

Exhibit Balance Sheet

Exhibit Cash Flow

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cash Flow Statement** |  | **2012** |  |  | **2013** |  | **2014** | | |
| Cash Beginning of Period | $ | - | | | | | | | |
| Cash In from Investment |  |  | | $ | - | $ | - | $ | - |
| Cash In from Loans |  |  | | $ | - | $ | - | $ | - |
| Interest Income | | | | | | | | | |
| Interest Expense |  |  | |  |  | $ | - | $ | - |
| Cash Used In Operations | | | | | | | | | |
| Cash at End of Period | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ownership** | | **Projection @ 5X Revenue**  **2012 2013 2015** | | |
| Total Shares | 10,000,000 | | | |
| Owners | 8,214,286 | | | |
| Investors | 1,785,714 | | | |
| Valuation | $ 14,000,000 | | | |
| Share Value | $ 1.40 | $ 4.58 | $ 11.87 | $ 16.30 |
| Projection |  | #DIV/0! | #DIV/0! | #DIV/0! |