

The words "Business Plan" are written in a bold, black, sans-serif font, slanted upwards from left to right. The text is pinned to a white background by five pushpins of various colors: a blue pin at the top left of "Business", a red pin at the bottom left of "Business", a yellow pin at the bottom left of "Plan", a green pin at the bottom right of "Plan", and a red pin at the top right of "Business".

**Business
Plan**

OWNERS

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EXECUTIVE SUMMARY

- YOUR MISSION
- WHAT YOU DO
- WHY YOU DO IT
- HOW YOU DO IT
- WHO ARE YOU?
- LOAN – HOW MUCH?

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

COMPANY BACKGROUND

THE COMPANY IS INCORPORATED IN.....

LEGAL STRUCTURE

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BUSINESS DESCRIPTION

- MISSION STATEMENT – GUIDING PRINCIPLES
- GOALS & OBJECTIVES
- WHAT IS IMPORTANT TO YOU
- WHO IS YOUR CLIENT/CUSTOMER
- YOUR INDUSTRY
- YOUR VALUE PROPOSITION

SWOT

	Helpful	Harmful
Internal	Strengths S	Weaknesses W
External	Opportunities O	Threats T

USP

PRODUCTS AND SERVICES

- THE COMPANY WILL PROVIDE
- THE COMPANY WILL ACT AS.....
- THE COMPANY WILL OFFER.....
- YOUR COMPETITIVE ADVANTAGE.....
- PRICING, FEES, CHARGING STRUCTURE

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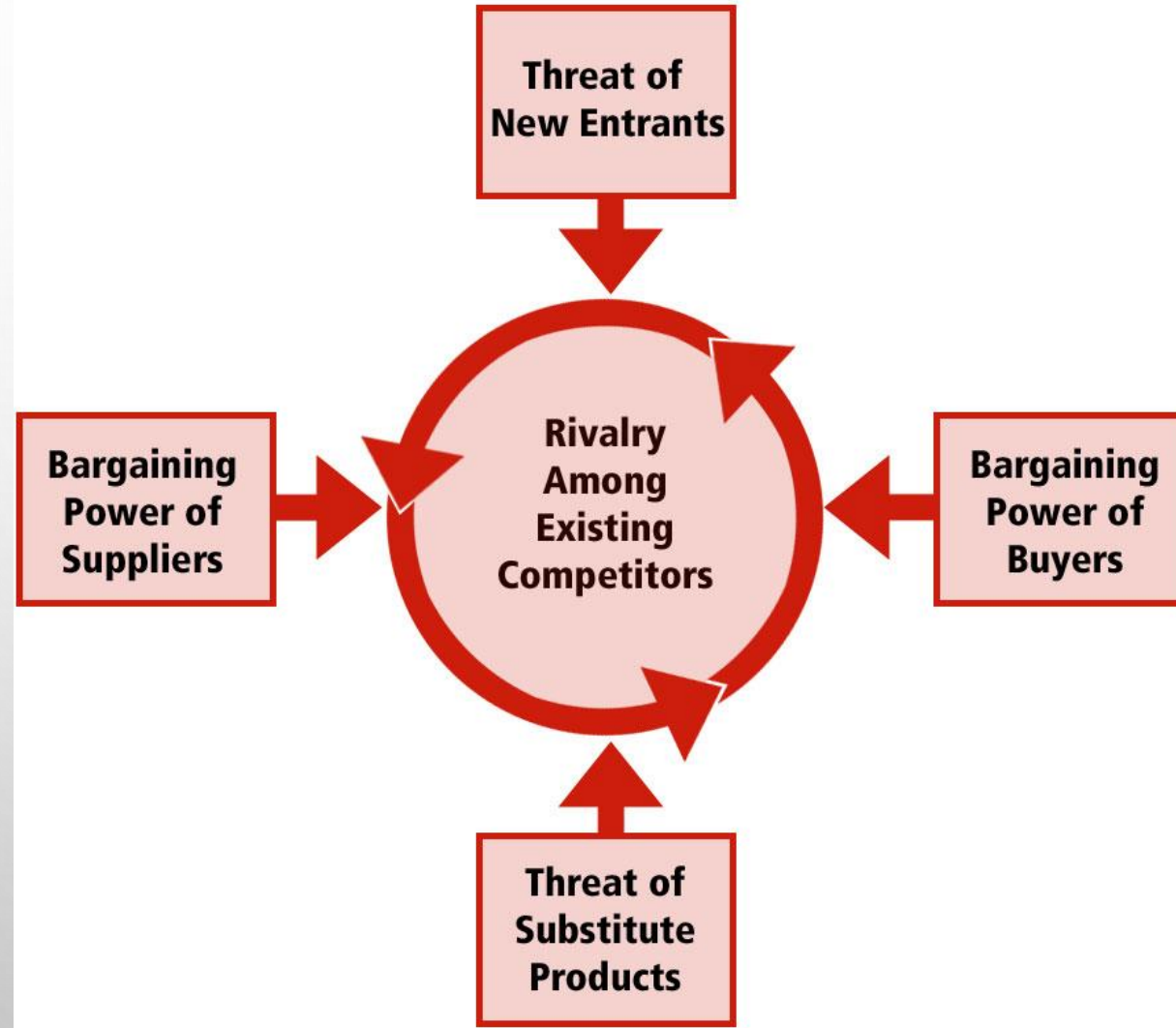
Regulation

Industry Specific

MARKETS

- KNOW YOUR MARKET | RESEARCH | SIZE | % SHARE | DEMAND | COSTS
- WHO IS YOUR TARGET MARKET | WHERE DO YOU POSITION YOURSELF
- SUBSTITUTES | BARRIERS TO ENTRY
- LEGAL
- CHANGE.....ARE YOU PREPARED?
- COMPETITION
- VALUE PROPOSITION
- NICHE

The Five Forces That Shape Industry Competition





Layers of Business Environment



STRATEGY

MARKETING

- ONLINE MARKETING
 - SPONSORSHIPS
 - PARTNERSHIPS
 - REFERRALS
 - NETWORKING
 - DISTRIBUTION CHANNELS
- 

Structure and Process



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Financial Projections

Revenue

Expenses

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APPENDICES