BUSINESS PLAN OUTLINE:

The following "Business Plan Outline" pages are designed to help you build your complete business plan necessary for submitting your application. Please take your time and address each question with as much detail as you see fit.

Executive Summary: (attach document at end)

Business Description:

Company Name

Company Owner First & Last

What do you do and for whom? (1-2 Short Paragraphs)

What needs does your business meet?

Mission (Purpose/what are you offering and why is it important?)

Vision (1- to 3-year goal for the company)

Market:

The reason: What is the need/gap/problem that your product meets/fills/solves?

Ideal Customer (also known as Target Customer)

Trends in the Industry (at least 3)

Size of Market: How many are affected by this problem that you might reach?

NAICS Code

Business Plan Outline Continues →

BUSINESS PLAN OUTLINE (continued):

Marketing & Sales: (Include as much detail as possible)

How will you position your business relative to your competition (are you more convenient, better service, lower cost, etc.)? Make sure that you are emphasizing what matters to the customer.

How you will find customers: i.e. what marketing strategies will you select, and why?

Who will be selling?

What is your social media plan?

Operations:

Entire business process from sale to fulfillment and follow-up.

Who, What, Where, When, How

Describe any key vendors/partners

Business Plan Outline Continues

BUSINESS PLAN OUTLINE (continued):

Management & Organization:

Brief bio of owner, focused on experience relevant to the business (full bio or resume would go in an appendix)

Legal entity/structure of business

When was the business established?

Email Address

Home Address

City

State

Zip Code

Other key personnel: Bios (if personnel are on board), General job duties and timing/plan for hiring.

Financials:

Startup Expenses Source/s of Funding

Cash Flow Projections for 1-3 years (monthly for first 1-2 years)

Appendices:

Anything else relevant for the business plan reader that is not included above (menu of products and prices if set, resume, certificates/licenses/key vendors/suppliers)