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| Company NameAddressAddressPhone NumberEmail | *COMPANY LOGO* |
| **Management Team***Name 1, title**Name 2, title**Name 3, title***Industry***Industry name(s)****Projected Year 1 Revenue***$xx,xxx**Projected Break-even***Projected month of operation***Funding Sought***$xx,xxx***Use of Funds***Primary uses of funds* | **Business Description***Here is where you present the overall picture of what you are doing, i.e., “the big picture.” It should contain a complete description of your product or service, target market(s), customers, unique features, benefits, spinoffs, and environmental impact. Some key things to consider:*1. *What is your product / service*
2. *What are important attributes of your product/service*
3. *How does your product/service benefit customers*
4. *Where will you be located*
5. *Any proprietary rights (patent, copyright, etc)*

**Market***This section should describe your target market. Be sure to utilize primary and secondary market research (cite sources).*1. *What is the present size and growth potential of your market*
2. *What percent of the total market will you capture now and in the future*
3. *Any industry trends affecting growth? How will you capitalize on these trends?*
4. *Seasonal fluctuations in sales / expenses*
5. *What is typical profit potential & gross margin in the industry*
6. *Describe target market (Demographics / Psychographics)*

**Competition***Describe and analyze your key competitors. How will you differentiate your product/service? Consider including a chart to highlight differences.***Production / Manufacturing (if applicable)***Will you manufacture, outsource, license, etc? Briefly explain your plan.***Management**1. *Who is on your management team*
2. *What education, experience, and talents do they bring to venture?*
3. *Describe organizational structure (organizational chart)*
4. *What are anticipated personnel needs now and in future?*
5. *What outside resources will be available to you? (board of advisors, etc)*

**Financial Plan***Describe how you calculated sales and expenses (sources). Describe key figures from the financials that justify financial feasibility.*1. *Include 3-year projections for Annual Income Statement*
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