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| Company Name  Address  Address  Phone Number  Email | *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* |