

Business Plan Outline



Company Name:

Business Overview:

This should be a one or two paragraph summary of your business opportunity.

Business Mission and Vision:

Description of Products & Services:

Industry:

Management Team :

Indicate why your team is ideally suited to capitalize on the opportunity discussed in the business description - one paragraph

Financing Sought:

Amount and type

Use of Funds:

Technology/Proprietary Rights:

Describe the factors that will provide your company with significant competitive barriers to entry. This can include intellectual property, trade secrets, key relationships, "special sauce," extra...

Sales, Marketing, and Customers:

Describe the size, characteristics and key trends in your market. Who are your top customers (current and/or projected - be very specific)? What is your value proposition to these customers?

Competitive Landscape:

Who are your primary competitors and what is your key competitive position?

Financial Results and Projections for 2 Years:

Fiscal Year	####	####
Sales	###	###
Gross Profit	###	###

Please review the Microsoft Excel Workbook available at www.pitchitww.com to help generate the fiscal results of the first 2 years (above). We recommend printing the worksheets out and submitting them with your business plans. Make sure you attend workshops and visit our online tools for advice and help in completing your business plans.