**Request for Investment**

Company Business Plan

*(Template)*

Presentation for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(Name potential investors)*

**Name, Title**

Last Update: Thursday, 1 December 2011

Version 1.0

Abstract: This business plan is intended to provide potential investors with an overview of building \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_product or service using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ selling to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ via sales channels\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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# Executive Summary

INSTRUCTIONS: Summarize the key points of your business plan. Keep within 2 pages.

1. What is your company idea or concept?
2. Prove feasibility and revenue of your company. Present data in a scorecard format as appropriate. Present data from the following categories:

* Business Generation
* Customer and Partner Loyalty
* Business Effectiveness
* Quality of Management and Employee Loyalty

1. Explicitly name a number of a third-party investment you need to attract. Explain how investment into your company is risk-free, i.e. how potential investors are guaranteed that their invested money will be paid back

Type your topic text here.

(INSTRUCTIONS: Keep Executive Summary strictly within 2 pages.)

# Company Overview

INSTRUCTIONS: Describe your company, who you are, where you operate.

## Company Formal Credentials

Legal name, address, ownership; location and nature of operations

Type your topic text here.

## Management Team

Describe the management and personnel structure of the company, including any gaps that need to be filled.

Who is or wants to be the CxO of this company? Who do you think is capable of being the CxO?

Have you considered hiring CxO?

Type your topic text here.

## Company IP

What is your company’s offering key selling point(s); if it has a patentable IP; how do you protect it

Type your topic text here.

## Branding

Do you promote your company name or your product name? Why?

Type your topic text here.

## Objectives, Milestones, End Goals, Exit Strategy

Explain where you see the company in 6 months, 9 months, 1 year, and 2 years

What are your goals and exit strategy?

How much money has been already invested?

Type your topic text here.

## Investment into Company

Describe how much money have you spent so far, or how much money you need to spend to kick off its operations if your company is still at the pink sheet stage

Appraise your burn rate (how much money are you spending per day)

Provide a break down where your company money is spent

Lay out a break down where your company management time is spent

Full justification of expected profitability should be covered in section 6 “Financial plan”, section 4 “Strategy and Implementation Summary”, but do state briefly here when you see your company breaking even and when you see it making money at your target margin

## Table: Required or Allocated Current Investment into Company

|  |  |
| --- | --- |
|  |  |
| **Company Expenses** |  |
| Expense 1 | $0 |
| Expense 2 | $0 |
| Expense 3 | $0 |
| Expense 4 | $0 |
| Expense 5 | $0 |
| Expense 6 | $0 |
| **Total Company Expenses** | **$0** |
|  |  |
| **Company Assets** |  |
| Cash Assets | $0 |
| Other Current Assets | $0 |
| Long-term Assets | $0 |
| **Total Assets** | **$0** |
|  |  |
| **Total Investment** | **$0** |

# Company Offering: Products and Services

INSTRUCTIONS: Describe the products and/or services you offer, how they are provided and by whom, and plans for future product/service offerings.

## Target Prospective Customer

Type your topic text here.

## Customer Pain Points and Motivation to Buy

Type your topic text here.

## Key Selling Points

Type your topic text here.

## Packaging and Pricing Model

How many different flavors of the product will there be? What are their pricing points? Why?

Type your topic text here.

## Suppliers

Type your topic text here.

## Production and Logistics

Type your topic text here.

## Promotion

Describe how you intend promote your company and its main offering

How are you going to market?

How much money do you think you need for marketing on a yearly basis?

What special offering do you have to spark and attract the attention of your customers?

Type your topic text here.

## Current Customer Base

How many customers already purchased your product or service?

How many reference customers do you have, what are their testimonials?

How many product or service units are on a backorder?

How many customers made a repeat purchase?

Type your topic text here.

# Market Analysis

INSTRUCTIONS: Describe your competitive environment, how you selected target customer segments, and in which product segments your offering plays and why. Demonstrate that you have done a comprehensive analysis before focusing on investing into developing of your offering.

## Competitive Analysis

Who are your main competitors? Cite names, benchmark with their offerings

What makes you product different from existing products that do the same thing?

Cite other works, and their deficiency, and how your product or service is different/better. Be very specific

Type your topic text here.

## Customer Segmentation Summary

Describe the different groups of target customers included in your market analysis and explain why you are selecting these as targets

Do you have a respectable independent third-party opinion demonstrating that your company offering is addressing an identifiable customer segment or niche with a need and desire to buy to fulfill the need?

Type your topic text here.

## Table: Market Analysis: Customer Segmentation and Growth Projection

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |  |
| **Potential Customers** | **Growth** |  |  |  |  |  | **CAGR** |
| Segment Name | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Segment Name | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Segment Name | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| **Total** | **0.00%** | **0** | **0** | **0** | **0** | **0** | **0.00%** |

## Product or Service Segmentation

Describe the different groups of your company offerings to customers included in your market analysis and explain why you are selecting these as targets

Do you have a respectable independent third-party opinion demonstrating that your company offering is at the hot spot?

Type your topic text here

## Table: Market Analysis: Product or Service Segmentation and Growth Projection

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |  |
| **Potential Customers** | **Growth** |  |  |  |  |  | **CAGR** |
| Segment Name | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Segment Name | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| Segment Name | 0% | 0 | 0 | 0 | 0 | 0 | 0.00% |
| **Total** | **0.00%** | **0** | **0** | **0** | **0** | **0** | **0.00%** |

# Marketing and Sales Implementation Summary

INSTRUCTIONS: Summarize the organizational strategy for target marketing, sales and marketing activities, and product/service development. Build a focused, consistent sales and marketing strategy.

## Marketing Mix

Explain how you are going to attract prospective customers to purchase your offering and make money via:

* Air cover
* E-marketing
* PR and social media
* Referrals
* Channel

Type your topic text here.

## Marketing Campaigns and Budget

What marketing (promotion) campaigns do you currently run?

What is their ROI?

What is % of your annual marketing budget to current or required investment?

What is % of your annual marketing budget to revenue?

Do you believe you are marketing effectively or are you burning too quickly through the money?

What is your cost of new customer acquisition (Cost of People Time + Marketing Programs)/ Number of New Customers?

Type your topic text here.

## Sales Channels

Explain how you are going to make money as applicable via direct sales, distribution channel, if you plan to license the product (OEM model, etc.)

Describe how you organized (if applicable) corporate sales (in this case how are you going to find sales people and pay commission), consumer retail sales, internet sales

Type your topic text here.

## Sales Cycle

What is your average sales or deal size?

How long does it take to move a prospective customer from awareness to purchase?

How many sales transactions does your company make a week? …a month? …and a quarter?

Type your topic text here.

## Sales Forecast

INSTRUCTIONS: Use this topic to explain the Sales Forecast table.

Type your topic text here.

## Table: Sales Forecast

|  |  |  |  |
| --- | --- | --- | --- |
| **Sales** | Year 1 | Year 2 | Year 3 |
| Row 1 | $0 | $0 | $0 |
| Row 2 | $0 | $0 | $0 |
| Row 3 | $0 | $0 | $0 |
| **Total Sales** | **$0** | **$0** | **$0** |
|  | | |  |
| **Direct Cost of Sales** | Year 1 | Year 2 | Year 3 |
| Row 1 | $0 | $0 | $0 |
| Row 2 | $0 | $0 | $0 |
| Row 3 | $0 | $0 | $0 |
| **Subtotal Direct Cost of Sales** | **$0** | **$0** | **$0** |

## Milestones

Describe the milestones (measurable activities) laid out in the Milestones table.

Type your topic text here.

## Table: Milestones

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Milestone** | **Start Date** | **End Date** | **Budget** | **Manager** | **Department** |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| Name me | 0/0/00 | 0/0/00 | $0 | ABC | Department |
| **Total** |  |  | **$0** |  |  |

# Financial Plan

INSTRUCTIONS: Summarize the financial aspects of your business plan.

Type your topic text here.

## Company Funding: Current and Projected

INSTRUCTIONS: Explain where your funding will come from, in what form (as investments and/or loans), and how this funding will cover the company requirements outlined in the Company table.

Type your topic text here.

## Table: Company Funding

|  |  |
| --- | --- |
| Company Expenses to Fund | $0 |
| Company Assets to Fund | $0 |
| Total Funding Required | $0 |
|  |  |
| **Assets** |  |
| Non-cash Assets from Company | $0 |
| Cash Requirements from Company | $0 |
| Additional Cash Raised | $0 |
| Cash Balance on Starting Date | $0 |
| **Total Assets** | **$0** |
|  |  |
|  |  |
| **Liabilities and Capital** |  |
|  |  |
| **Liabilities** |  |
| Current Borrowing | $0 |
| Long-term Liabilities | $0 |
| Accounts Payable (Outstanding Bills) | $0 |
| Other Current Liabilities (interest-free) | $0 |
| **Total Liabilities** | **$0** |
|  |  |
| **Capital** |  |
|  |  |
| **Planned Investment** |  |
| Owner | $0 |
| Investor | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$0** |
|  |  |
| Loss at Company (Company Expenses) | $0 |
| Total Capital | $0 |
|  |  |
|  |  |
| **Total Capital and Liabilities** | **$0** |
|  |  |
| **Total Funding** | **$0** |

# Projected Profit and Loss

INSTRUCTIONS: Explain the important points of your Profit and Loss projections, such as percentage increase in sales and profits, your gross margins, and key budget items.

Type your topic text here.

## Table: Profit and Loss

|  |  |  |  |
| --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 |
| Sales | $0 | $0 | $0 |
| Direct Cost of Sales | $0 | $0 | $0 |
| Other Costs of Sales | $0 | $0 | $0 |
| Total Cost of Sales | $0 | $0 | $0 |
|  | | |  |
| Gross Margin | $0 | $0 | $0 |
| Gross Margin % | 0.00% | 0.00% | 0.00% |
|  | | |  |
|  | | |  |
| **Expenses** | | |  |
| Expense 1 | $0 | $0 | $0 |
| Expense 2 | $0 | $0 | $0 |
| Depreciation | $0 | $0 | $0 |
| Rent | $0 | $0 | $0 |
| Utilities | $0 | $0 | $0 |
| Insurance | $0 | $0 | $0 |
| Payroll Taxes | $0 | $0 | $0 |
| Other | $0 | $0 | $0 |
|  | | |  |
| **Total Operating Expenses** | **$0** | **$0** | **$0** |
|  | | |  |
| Profit Before Interest and Taxes | $0 | $0 | $0 |
| EBITDA | $0 | $0 | $0 |
| Interest Expense | $0 | $0 | $0 |
| Taxes Incurred | $0 | $0 | $0 |
|  | | |  |
| **Net Profit** | **$0** | **$0** | **$0** |
| **Net Profit/Sales** | **0.00%** | **0.00%** | **0.00%** |

To receive coaching, audit of your existing business plan and