

Section I Executive Summary

Section II Business Description

- A. General description of the business
- B. Industry background
- C. Goals and potential of the business and milestones (if any)
- D. Uniqueness of product or service

Section III Marketing

- A. Research and analysis
 - a. Target market (customers) identified
 - b. Market size and trends
 - c. Competition
 - d. Estimated market share
- B. Marketing plan
 - a. Market strategy – sales and distribution
 - b. Pricing
 - c. Advertising and promotions

Section IV Operations

- A. Identify location
 - a. Advantages
 - b. Zoning
 - c. Taxes
- B. Proximity to supplies
- C. Access to transportation

Section V Management

- A. Management team – key personnel
- B. Legal structure – stock agreements, employment agreements, ownership
- C. Board of directors, advisors, consultants

Section VI Financial

- A. Financial forecast
 - a. Profit and loss
 - b. Cash flow
 - c. Break-even analysis
 - d. Cost control
 - e. Budgeting plans

Section VII Critical Risks

- A. Potential problems
- B. Obstacles and risks
- C. Alternative courses of action

Section VIII Harvest Strategy

- A. Transfer of Asset
- B. Continuity of business strategy
- C. Identify successor

Section IX Milestone Schedule

- A. Timing and objectives
- B. Deadlines and milestones
- C. Relationship of events

Section X Appendix or Bibliography