

## **Business Plan - Funding**

Use this detailed outline to create a business plan with all the elements typically needed to seek funding for your business. This outline is for a three-year period and set up to satisfy most requirements for bank loan applications.

**Cover Sheet** - Include logo and full contact information

### **Executive Summary - 1 Page**

This section will be written last after you complete all the sections below. You must “sell” the idea here. The Executive Summary has to be strong enough and convincing enough to stand on its own. In some cases, the Executive Summary is all that will be requested by an investor. If it is not compelling enough, the plan will never be seen.

**Problem Statement** - Precisely, what problem are you solving with your product or service?

**Solution Statement** - Be concise and describe what your product or service does that solves the problem in your Problem Statement.

**Financial Requirements** - You must outline the exact amount of money required to fund the business plan.

### **Business Description - 2 to 3 paragraphs**

**General Description** - Product, Service, Personnel, History, Creation Story

**Legal Structure** - Outline who the owners will be and what legal entity the business will operate under.

**Location Information** - Describe the location and facilities where the business will operate. Make note of any special accommodations, proximity to resources or markets, and relevant capacities or equipment.

**Mission Statement** - In no more than five sentences, tell the reader why your business exists and what drives you to accomplish your vision.

**Vision Statement** - In a short paragraph, explain what your business will accomplish in the future (5-10 years)

**Values** - This can be a few sentences or bullet points but it should be a list of those foundational, core driving factors that ground and give purpose to what you do operationally within your business. (Honesty, Trust, Transparency are examples.)

## Marketing Plan - 2 to 3 Pages

**Value Proposition** - This statement combines your Mission, Vision, and Values with your Problem and Solutions Statements to provide a prospect or stakeholder the reasons they should consider buying from you. This should be just a few sentences hitting the highlights of the statements outlined to this point. It should also be written from a marketing point of view.

**Detailed Product/Service Description** - Revenue Streams - This should be a description of the product with enough technical information to give credibility but not so much the reader can “build their own.” The description should also incorporate elements of the marketing approach and how features might resonate with the target market.

**Target Market** - Market analysis specifically detailing who your target market(s) is and why they will make good customers. You should be able to quantify this market and any market sectors within it.

**Marketing Message & Delivery** - What message will you use to get the attention of your target market and what mediums will you use to deliver this message. Be specific and make sure your actions are active and not passive.

**Competition** - List your top five competitors in a comparison fashion and outline why your product/service is more likely to be chosen by the target market.

## Operational Plan - 2 to 3 pages

**Distribution Model** - Describe how you will deliver your product or service. This may have multiple steps since it may change from start-up to growth to maturity of your business.

**Strategic Partners and Resources** - BAIL Team - List all the key partnerships and relationships you will need to be successful. This should include Bankers, Accountants, Insurance Agents, Lawyers (BAIL) and vendors, suppliers, mentors, etc.

**Milestones** - Outline the major benchmarks and goals you plan to reach within the next 36 months. You can provide this in narrative or timeline format.

**SWOT (Strengths, Weaknesses, Opportunities & Threats)** - In paragraph or chart form, break out each section of the SWOT. Explain what strengths you have in your control that enables you to successfully operate and grow the business. Conversely, list the areas of weakness that exist but you have the ability to minimize or eliminate through education, hiring, or otherwise. For opportunities, provide a list of factors that are outside

your control but offer a chance to grow the business. Similarly, the threats to your business that lie outside your control should be listed.

## **Financials - 3 to 5 pages**

**Financial Projections** - Use the financial projections worksheet available for download at SmallBusinessRight.com or, at a minimum, provide 36 months of projected financial activity using an Annual Income Statement, Monthly Cash Flow Statement, and Annual Break Even.

## **Supporting Documents - As Needed**

**Resume** - Write your resume as though you were applying to become president of this business. Outline your most applicable skills and experience as they relate to this business.

**Personal Financial Statement** - This will be an itemized listing of your personal assets and liabilities. Many times, this will be a part of the bank loan application. You may also want to attach a copy of your credit report.

**Contracts & Legal Documents** - Attach copies of partnership agreements, leases, mortgages, equipment purchase contracts, or other agreements the business may enter into to accomplish the business plan.

**Letters of Reference** - Any documentation that shows support from relevant, credible industry players such as banks, suppliers, clients, or peers.