

# BUSINESS PLAN WORKSHEET

## PURPOSE

### What is the purpose of this plan?

For testing a proposed business or strategy? \_\_\_\_\_

For planning in your company (if so, what is the focus)? \_\_\_\_\_

For a loan? \_\_\_\_\_ For equity financing? \_\_\_\_\_

*How much money do you require? \_\_\_\_\_ When (all at once or in stages)? \_\_\_\_\_*

*Generally, what will you use the money for (put specifics in the Use of Proceeds section later)? \_\_\_\_\_*

*Loans: What rate of interest do you expect to pay? \_\_\_\_\_ , With what payment period? \_\_\_\_\_*

*What type of loan (Bank, SBA, private party, etc.)? \_\_\_\_\_*

*Equity Funding: What type of investors are you trying to attract and have you attracted (individuals, institutional, VC's, etc.)? \_\_\_\_\_*

*What are you willing to give up (% ownership/shares)? \_\_\_\_\_*

*What is the exit plan and ROI offered/anticipated? \_\_\_\_\_*

What time period shall this plan cover? \_\_\_\_\_

Other comments about the purpose of this plan?

## COMPANY

Company Name: \_\_\_\_\_

Legal Structure: Corporation    Limited Liability    Partnership    Sole Proprietorship   

*When was it formed/started? \_\_\_\_\_ Where/State of incorporation? \_\_\_\_\_*

### Locations:

What are the addresses of major company facilities?

*Executive Offices: \_\_\_\_\_*

Who are the largest owners of the company (by number of shares and %)? \_\_\_\_\_

In one sentence, describe what your company does (products/services): \_\_\_\_\_

In one sentence, what is your target market? \_\_\_\_\_

In one sentence, describe how your company operates: \_\_\_\_\_

Overall, what are your company's strengths? \_\_\_\_\_

Overall, what are your company's weaknesses? \_\_\_\_\_

# MISSION AND OBJECTIVES

What is your company's mission statement (product, technology, customers, market, size growth, profitability, philosophy, public image, concern for employees, social responsibility, etc.)? \_\_\_\_\_

What are your company's measurable objectives during the covered time period by date of accomplishment (list no more than five)? \_\_\_\_\_

## PRODUCT

List and describe all your products (both goods and services)? Attach any product literature.

What are the strengths and potentials of your product?

What are the major weaknesses or threats to your product?

### Costs and Profitability

What is the price, cost, gross margin, annual sales volume, and annual gross profit of each product line and item within each line (by dollars and percentage), and why do you sell low margin and low profit items?

Unit Price							
Unit Cost							
Gross Margin							
Annual Volume							
Annual Profit							

## MARKET

Reference and enclose all market research information, such as: articles in magazines/trade publications/trade organizations/ newspapers/press releases, competitors business plans and prospectus, government publications, surveys, directories, graphics, comparative or other matrices, pictures (identifying sources and dates).

Generally, what market exists for your product, and why? \_\_\_\_\_

### COMPETITORS AND COMPARISON

Who are your competitors, which are the most successful, which would you like to copy (assign ratings and discuss each). \_\_\_\_\_

## STRATEGY

Overall, what is your strategy to meet company objectives by event and time? \_\_\_\_\_

### Marketing:

What are your marketing objectives by event and time, why did you choose these strategies, and how successful do you expect them to be (by promotion, pricing, positioning, penetration, growth, recognition, etc.)? \_\_\_\_\_

### Sales:

What are your sales objectives and forecasts (by dollars, volume and percentage revenues, margins, time, geography, segment, and sales force, etc.)? \_\_\_\_\_

# MANAGEMENT AND ORGANIZATION

## Management

*Who is on your Board of Directors members (or advisers)* \_\_\_\_\_

*Who are your key executives (by full name, title, age, responsibilities, experience and education)* \_\_\_\_\_

# USE OF PROCEEDS

## Current Funding Requirements

## Funding Over Next Five Years

# FINANCIAL

Attach sheets detailing the following information:

**What are the startup costs and capitalization requirements?** \_\_\_\_\_

**What has been the historical performance during the past 3 years (audited or compiled financials, copies of tax statements, etc.)?**

*Income Statement by year showing revenues COGS, operating expenses, operating and net profit (comparative by dollars and %)*

*Balance Sheet (comparative by dollars and %)*

*Statement of Cash Flow (by dollars)*

*Shareholder position (by shares and value per share)*

**What are the projected financials (pro formas) showing best, worse, and most likely case?**

*Income Statement (best case/worse case by dollars and %)*

*Balance Sheet (comparative by dollars and %)*

*Statement of Cash Flow (by dollars)*

*Shareholder position (by shares and value per share)*

*Budgets (capital equipment, marketing, sales, facilities, personnel, etc.)*

# ADDENDUM

## Brochures of Company and Product

## References

## Market Studies

*Published Information*

*Media Articles*

*Magazine*

*Newspaper*

*Trade Publications/Associations*

*Internet*

*Press Releases*

*Books and Journals*

## Patents, Copyrights, and Trademarks

## Major Contracts, Leases and Agreements