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| **Business Plan** |
| * ***Executive Summary:*** *History of the company, how did the idea for this business come about, experience in the industry. Identify the ownership and legal structure. Describe your entrepreneurial goals and objectives highlighting the origins, challenges, aspirations and encouragement along the way.*
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| * ***Business Description - Product, Service, Idea or Concept:*** *What the business will do: what products and services will be offered. Describe the idea or concept and stage of the development: still discovery or ready to market?*
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| * ***Market, Industry and Competitive Analysis****: What makes your business unique? Briefly describe the industry overall with growth potential and trend. What is your target market? Who is your competition? How do you plan to market your product or service? What is your competitive advantage?*
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| * ***Products and Services****: “Sell” your product: physical description of the product or service. What need are you filling? What are the benefits to the user? What is the competitive advantage of your product?*
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| * ***Marketing and Promotions****: Industry Analysis: trends, participants. How does your business fit? Industry Analysis: trends, participants. How does your business fit? Market Analysis: who is going to buy your product? What are the market needs, trends? Marketing Plan: How are you going to communicate the value of your product or service to your customer? Competition: who is your competition? What do they do better?*
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| * ***Operational Plan****: Location, facilities and equipment, suppliers, inventory requirements. Where is the location of your business? What kind of space is required? How are you going to get to the finished product? Manufacturing? Who are your suppliers? What is required to secure a supplier? How are you going to distribute your product?*
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| * ***Management and Organization****: Who are the people in key positions? What are their qualifications? Organization structure: show that you understand what type and how many employees will be required.*
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| * ***Financials****: Funding requirements, financial statements and financial analysis. Sources and uses: need for business loan, history of applications for loans or grants, participants investment (funding and effort), possible investors.*
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| * ***Upload spreadsheet*** *3 – 5 year Quarterly Pro Forma Financial Statements(Balance Sheet, Cash flow statement and Income Statement) upload spreadsheet*
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| * ***Upload Exhibits -*** *Organizational chart, product descriptions, blueprints, images, brochures, participant resume(s), etc.*
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