

Please complete the following outline that will assist us in beginning to develop your business plan. If there are any questions that you can't answer, please leave them unanswered and we will cover them during our discovery phone call.

### COMPANY INFO:

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1. Please provide your company name, address, phone number and website address
2. What is the ownership structure of this business and who owns what percentage of the business
3. Please describe the owners of this company, background and what relevant experience the owners have that will assist in growing this business
4. What is the legal structure of your business?  
 LLC  
 C Corporation  
 S Corporation  
 Not Formed

What year was it formed?

5. Does the business own any intellectual property or patents

## ABOUT THE BUSINESS:

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1. Please describe what it is that your business does
2. Please outline how you intend to generate revenue
3. Please provide 3-5 competitors
4. What competitive advantage do you have over other competitors?
5. Who will you be marketing to? Age group? Gender?
6. How will you be marketing to these customers?  
Direct Mail?  
Internet Advertising?  
Telesales?  
Direct Sales Force?

**FINANCIAL INFORMATION – VERY IMPORTANT**

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1. How much money are you seeking?
2. How much money are you contributing or have you already contributed?
3. Do you have any collateral that you would be willing to offer?
4. Please describe your personal credit (poor, average, good, excellent)
5. Have you ever declared bankruptcy?

**Start-Up Costs - What will you use the money for?**

Equipment	\$ _____
Computers/Printers	\$ _____
Furniture	\$ _____
Vehicles	\$ _____
Leasehold Improvements	\$ _____
Other (please identify)	\$ _____
Inventory	\$ _____
Legal start-up fees	\$ _____
Marketing materials,	\$ _____
Grand opening, etc.	\$ _____
Working capital	\$ _____

**(This is money in reserve for salaries and other expenses)**

**Annual Revenues**

Either put in the actual numbers

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Sales	\$	\$	\$	\$	\$

**Or**

put in first year and indicate how much you will grow each year thereafter

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Sales	\$	% growth	% growth	% growth	% growth

**Annual Expenses**

	<u>Annual</u>
Payroll Expense	\$
Payroll Taxes & Benefits	% (usually 20 - 40%)
Travel & Entertainment	\$
Rent	\$
Utilities	\$
Phone	\$
Professional Fees	\$
Supplies	\$
Marketing Expenses	\$
Insurance	\$
Misc	\$
Other (please name)	\$

**If you have an existing business, we may need to view your financial statements to create a detailed graphic to display in your business plan.**