



**WARREN COOLEY**

ECONOMIC DEVELOPMENT CONSULTANT





Hello to you

BUSINESS PLANS





# Business Plans

## □ EXECUTIVE SUMMARY

### ✓ Opportunity

- ❖ Problem
- ❖ Solution
- ❖ Target Market
- ❖ Competition
- ❖ Why Us?

### ✓ Expectations

- ✓ Forecast
- ✓ Financial Highlights



# Business Plans

## □ OPPORTUNITY

- ✓ **Problem and Solution**
  - ❖ **Problem Worth Solving**
  - ❖ **Our Solution**
  
- ✓ **Target Market**
  
- ✓ **Competition**
  - ❖ **Current Alternatives**
  - ❖ **Our Advantage**



# Business Plans

## □ EXECUTION

### ✓ Marketing and Sales

- ❖ Marketing Plan
- ❖ Sales Plan
- ❖ Customer Service Plan

### ✓ Operations

- ❖ Location and Facilities
- ❖ Staffing Plan
- ❖ Technology
- ❖ Equipment and Tools



# Business Plans

## □ EXECUTION (cont.)

### ✓ Milestones and Metrics

- ❖ Milestone Table

- ❖ Key Metrics

- ❖ Dashboard



# Business Plans

## □ COMPANY

### ✓ Overview

- ❖ Ownership and Structure
- ❖ Company History

### ✓ Team

- ❖ Management Team
- ❖ Advisors
- ❖ Board of Directors



# Business Plans

## □ FINANCIAL PLAN

### ✓ Forecast

- ❖ Key Assumptions
- ❖ Revenue by Month
- ❖ Expenses by Month
- ❖ Net profit (Loss) by Year

### ✓ Financing

- ❖ Use of Funds
- ❖ Source of Funds



# Business Plans

## □ FINANCIAL PLAN (cont.)

### ✓ Statements

- ❖ Pro Forma Profit and Loss
- ❖ Pro Forma Balance Sheet
- ❖ Pro Forma Cash Flow

### ✓ Appendices

- ❖ Profit and Loss Statement (with monthly detail)
- ❖ Balance Sheet (with monthly detail)
- ❖ Cash Flow (with monthly detail)



# Business Plans

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