

# **Business Plan-Long Form/Complex**

## **Cover Page**

## **The Business Concept**

*Compelling Story.....First Customer  
Value Proposition.....How Benefits will be Delivered  
Business Model  
Potential for Growth & Spinoffs*

## **Founding or Management Team**

*Critical Task Accomplishment.....Gap Analysis*

## **Industry/Market Analysis**

*Porter's Five Forces  
Target Market Analysis  
Customer Profile.....Niche Market Entrance  
Competitor Analysis and Competitive Advantages*

## **Product/Service Development Plan**

*Current State of Product/Service Development  
Tasks and Timeline to Completion  
Intellectual Property Acquisition.....Plan for Prototyping and testing*

## **Operations Plan**

*Facilities.....Business Processes*

## **Outsourcing Plan**

*Manufacturing and Distribution*

## **Organizational Plan**

*Management Philosophy and Company Culture  
Legal Company Structure*

*Organizational Chart  
Key Management, Duties, and Responsibilities*

## **Marketing Plan**

*Purpose of the Marketing Plan  
Target Market  
Unique Market Niche  
Business Identity*

## **Financial Plan**

*Key Points and Capital Requirements  
Risk Factors and Mitigation  
Break-Even Analysis and Payback Period  
Narrative Assumptions for Financial Statements  
Pro Forma Financial Statements for Three Years  
Plan for Funding*

## **Growth Plan**

*Strategy for Growth  
Resources Required  
Infrastructure Changes*

## **Contingency Plan**

## **Harvest Strategy**

## **Timeline to Launch**

## **Appendix A:**

Projections, Charts, Infographics and similar supporting visuals should be included in corresponding appendices

## **References:**

Be prepared to back-up your research and data! All statistics and facts should be supported with factual and reliable sources.