

Business RoadMap

Name of Company and contact information

Products/Services: Description of products or services or both. Benefits to customers and product lifecycle. Share intellectual property info (copyrights/patents) here. If R&D is being done, explain here.

Goals/Objectives: three to five here is good.

Sales – who to; where; what does your best customer look like, describe.

Market Analysis – overview of industry and outlook. Competitive research looking for trends and themes. Successful competitor info is good. Can you do it better or differently and work in your market area. Define Market area (city, county, state, national, etc... and why)

Audience/Customer (pricing structure)

Future of the industry (research, articles, marketplace, changes, regulations)

Organization/Management: resumes of owners/operators; background and growth

Company Structure (tax ID, employee(s), growth)

Funding Needs (bank, SBA, bootstrap; one year, three year)

Tech

Equipment/Tools

Facilities/storefront

Financial Projections (one, three year best) (Who is your accountant? Attorney?) If you have past costs, billing and income, gather all that info here.

Be realistic; be conservative.

Appendix:

MISC: Logo, business cards, website, building, growth plans, employees, agreements, Memos of Understanding;

Executive Summary (overview of the business plan; written last; no longer than a page)

Brief overview of company: what it is and why it will be successful. Include mission statement, product/service and basic info. Growth plan for up to three years is good.