

## Developing a Business Plan

### Slide 1

The Vision of an Entrepreneur brings vision to reality, finds the need in the marketplace and develops the mission to establish the vision.

Habakkuk 2:2 Amplified Bible (AMP)

2 And the Lord answered me and said, Write the vision and engrave it so plainly upon tablets that everyone who passes may [be able to] read [it easily and quickly] as he hastens by.

### Slide 2

Proverbs 29:18 King James Version (KJV)

18 Where there is no vision, the people perish: but he that keepeth the law, happy is he.

### Slide 3

Mission Statement

A clear statement of your company's long term mission. Try to use words that will help direct growth of your company, but can be concise as possible.

### Slide 4

The Team

List the CEO and key management by name

Include previous accomplishments to show these are people with a record of success

Summarize number of years experience in the field

### Slide 5

Marketing Summary

Market, past, present, future

Review those changes in the market share, leadership players, market shifts, costs, pricing or competition that provide the opportunity for your company's success

Slide 6

Resource Requirements

Technology Requirements

Personnel

Resource – Financial, distribution, promotion, etc.

External Requirements - Products/Services/Technology required to be purchased outside company

Slide 7

Risks and Rewards

Risks – Summarize risks of proposed project

Addressing Risks – Summarize how risks will be addressed

Rewards – Estimate expected pay-offs, particularly if seeking funding

Slide 8

Key Issues

Near Term – Isolate key decisions and issues that need immediate or near-term resolution

Long Term – Isolate issues needing long-term resolution

- State consequences of decision postponement

If you are seeking funding, state specifics

Slide 9

Problems and Opportunities

State consumer problems, and define nature of products/service opportunities created by those problems

Slide 10

Business Concept

Summarize key technology, concept or strategy on which business is based

Slide 11

Competition

Summarize Competition

Outline your company's competitive advantage

Slide 12

Goals and Objectives

Five year goals

State specific measurable objectives

State market share objectives

State revenue/profitability objectives

Slide 13

Financial Plan

High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years

\*Use several slides to cover material appropriately