

Workbook answers >>>>> Business plan

1. Executive Summary
 - a. Opportunity
 - i. Problem Summary (2-1, 2-6)
 - ii. Solution Summary (2-2, 2-4, 2-7)
 - iii. Market Summary
 - iv. Competition
 - v. Overview
 - vi. Why Us?
 - b. Expectations (consult with accountant)
 - i. Forecast
 - ii. Financial Highlights by Year [chart]
 - iii. Financing Needed
2. Opportunity
 - a. Problem & Solution
 - i. Problem Worth Solving (2-1)
 - ii. Our Solution (2-2, 2-3, 2-7)
 - b. Target Market (4-3, 4-7, 4-9, 4-10)
 - c. Competition
 - i. Current Alternatives
 - ii. Our Advantages (4-1, 4-2, 4-5, 4-6)
3. Execution
 - a. Marketing & Sales
 - i. Marketing Plan (3-3)
 - ii. Sales Plan (4-5, 4-8, 6-7)
 - b. Operations
 - i. Locations & Facilities (3-1, 3-2)
 - ii. Technology
 - iii. Equipment & Tools
 - c. Milestones & Metrics
 - i. Milestones Table
 - ii. Key Metrics

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- 4. Company
 - a. Overview
 - b. Team (1-2, 1-3, 1-5)
 - i. Management Team
 - ii. Advisors (1-1)
- 5. Financial Plan (consult with accountant)
 - a. Forecast
 - i. Key Assumptions
 - ii. Revenue by Month [chart]
 - iii. Expenses by Month [chart]
 - iv. Net Profit (or Loss) by Year [chart]
 - b. Financing
 - i. Use of Funds
 - ii. Sources of Funds
 - c. Statements
 - i. Projected Profit & Loss
 - ii. Projected Balance Sheet
 - iii. Projected Cash Flow Statement
- 6. Appendix
 - a. Monthly Financial Forecasts
 - b. Additional Documentation