

Business Plans Overview

Arthur L. Fox

Purpose of the Plan

- Raise Money
- Guide Business Operations

Short and Compelling

- Real, Money Making Business
- Concisely Explained in 20 or less pages



Essential Message

- *WHY ?*

- *WHAT ?*

- *WHO ?*

- *HOW MUCH ?*



Essential Message

- *WHY ?*
 - *WHAT ?*
 - *WHO ?*
 - *HOW MUCH ?*
-
-

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Key Sections

- *Executive Summary*
 - *Painful Customer Problem*
 - *Your Unique Solution*
 - *Marketing/Sales Strategy*
 - *Management Team*
 - *Financial Projections*
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Most Important Section

- EXECUTIVE SUMMARY



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