

Business Plan Proposal Guideline

****(7-12 pages total)****

COVER PAGE

Business Name
Logo (optional)
Business Owner First and Last Name
Business Owner Email Address
Business Owner Phone
Date

GENERAL BUSINESS INFORMATION

Business Name:

Business Owner First and Last Name:

Business Owner Email Address:

List the Business Partners and Roles:

Business Operating Address: (Your place of operations, or desired location for operations, if you're a start-up)

Business Owner Residential Address: (Your place of residence)

Business Stage: Select one of the following - Existing Business or StartUp (0-2 years of Operation).

Funding Request: up to \$10,000 for Existing, or up to \$5,000 for StartUp

Business Industry: Select one of the following- Construction Industry i.e. General Contractor, Carpentry, Welding, Electrical, HVAC, Plumbing, etc. OR Service Industry i.e. Transportation; Health Care, Educational, Social (For Profit); Food & Accommodation; Arts & Entertainment; Information; Technical; Cleaning; Warehousing; Real Estate, Rental & Leasing; Accounting; or Professional.

Years in Operation:

Number of Employees:

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1. Executive Summary 1 to 2 Pages

- Overview/ summary of all the other sections
- Company Description, description of product/service, team and experience information
- Brief description of your business concept, what differentiates your business from others, and the market your business serves, summary of financial data and projections

2. Organization and Management 185 words to 250 words

- Who makes up your team? What skills and qualifications do they have, and how will those skills/ qualifications aid in running the business successfully?

3. Product/Service 185 words to 250 words

- Describe your product/service
- What stage of development is it in?
- How does it meet customer needs, solve a problem, or fill an industry gap

4. Market Analysis 185 words to 250 words

- Who is your target market?
 - What are problems do they face? How large is the population? What are their distinguishing characteristics?
- Who are your competitors? & What are your competitive advantages

5. Marketing & Sales 185 words to 250 words

- Pricing strategy
- Customer Communications Strategy
- Channels of Distribution

6. Funding Request 185 words

- How will you use the funds from this competition? What are your total project costs?
- What money might you need in the future to grow your business?

7. Financials 185 words to 250 words

- Provide a description of the financial information included in your financial statements, i.e. are you profitable, do you have positive cash flow, list reference for your sources and uses.
- Profit and Loss worksheet, Cashflow, Balance sheet, Sources and Uses for StartUps