

[Your Company Name]

[Your Tagline]

STARTUP BUSINESS PLAN [YEAR]

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1.

Executive Summary

Business Overview

Mission Statement

Product/Service Summary

Market Opportunity Summary

Traction Summary

Next Steps

Vision Statement

Capital Request



REMEMBER

The Executive Summary is the first page of your business plan (for Readers), but it should be the last chapter you write. It acts as both the introduction to, and the summary of, your entire idea. It should summarize the key points that you have written in the rest of your business plan, including a brief description of your business, your mission statement, and your financial goals.

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Business Overview



TIP

Provide a brief description of your operation. In a few sentences, help people who are unfamiliar with your business develop an understanding of what you produce, the size of your operation, and how you market your products.

This may be very similar to the Business Overview

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Mission Statement



TIP

A mission statement describes the fundamental purpose of your startup, what you do? why you do it? and for whom you do it.

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Product/Service Summary



TIP

This section is the place to highlight the problem you solve or the need you fulfill. Write a brief description of your company's products or services, with a special emphasis on what makes them unique.

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Market Opportunity Summary



TIP

A quick explanation of the one or two key problems and/or trends your product/service addresses, and how it translates to a big opportunity for your company (and investors).

Consider the following questions:

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Traction Summary



TIP

Highlight a few of the biggest accomplishments that you have achieved and describe how those accomplishments lay the groundwork for what's to come. Summarize key financial data that is relevant to the reader or data that supports your research. This section is a great way to highlight growth or to use metrics to provide perspective on the company.

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Next Steps



TIP

Outline the next objectives or milestones that you hope to meet and what it means for the growth of your company.

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Vision Statement



TIP

- What is the scope or “big picture vision” of the business you are trying to build?
- If you're in tech, are you trying to build the next Nest?
- If you're in food and beverage, are you aiming

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Capital Request



TIP

The most common reason for developing a business plan is to be able to present your ideas for a new or expanded business to investors or lenders. After you have described your plan, they will want to know how much money you need and the purpose for which you need it. Use this section to communicate your capital requirements along with t

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2.

Company Synopsis

Problem

Solution



REMEMBER

The Company Synopsis section is where you provide readers with a more in-depth look at your company and what you have to offer.

Before your readers will ever bother caring about things like your marketing strategy or your financial assumptions, they'll want to know the fundamental details that will set up the rest of the plan.

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Problem



TIP

You might have the most revolutionary product the world has ever seen, but if you don't take the time to carefully articulate why your product exists in the first place and how it helps your customers solve a pain point better than anything else out there, nothing else in your business plan really matters from the reader's perspective.

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Problem Analysis

Solution



TIP

Every business needs to solve a problem that its customers face. Explain what the problem is and how your product or service solves it. Once you've thoroughly explained the problem you're setting out to solve, it's time to tell investors how your product/service solves that problem beautifully.

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3.

Market Overview

Industry Analysis

Market Size & Growth

Market Trends

Market Segments

Customers

Industry Success Stories



REMEMBER

While your problem and solution statements help set the stage and provide readers with insight into why you're starting this company in the first place, clearly defining your market will allow you to call attention to the trends and industry conditions that demonstrate why now is the time for your company to succeed.

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Industry Analysis



TIP

Give a brief overview of the industry. Define the industry in terms of historical background, the geographic area it services and the products it offers. Describe how your company will position itself within the industry. Focus on how your company can take advantage opportunities identified within the industry. Describe the results of the market research.

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Market Size & Growth

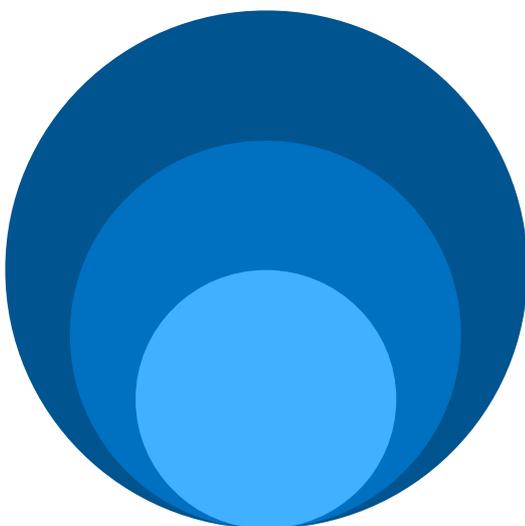


TIP

Indicating to your readers that your problem addresses a big enough market will play a huge role in how excited they'll be about getting involved in helping your company. This is where you'll want to put your research cap on and start uncovering some numbers that help your reader better understand:

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Available Market

10k

Served Market

7k

Target Market

5k

Market Trends

MARKET TRENDS



TIP

- What recent emerging trends have you developed your product/service in response to?
- Are there any new technologies that have emerged recently that make your product/solution possible?

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Market Segments



TIP

Market segments are groups of customers that have similar needs or who will respond similarly to a marketing approach. You probably have different groups or types of customers to which you market your products.

Common ways to segment markets include by geog

Start Writing here...

Customers



TIP

- Who are the customers for your primary products?
- Do you anticipate those customer changing? If so, what are the characteristics of these new customers that must be factored into your marketing plan?

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Industry Success Stories



TIP

- Are there any examples of similar companies that investors have supported that you could point to?
- Are there any recent acquisitions (examples of larger companies buying up companies similar to yours) that could bolster your exit strategy?

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Start Writing here...

4.

Product & Services

Products/Services

Market position

Unique selling position

Pricing strategy

Value to customer



REMEMBER

You used your Company Synopsis chapter to cover why your new product delivers crazy value to your customers by breaking down the ways that it benefits your customers and meets a highly specific need for them.

Key questions to consider for this chapter:

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Products/Services



TIP

What do you sell, and how is it manufactured or provided? Include details of relationships with suppliers, manufacturers and/or partners that are essential to delivering the product or service to customers.

If your business sells any products or services, provide details of the products or services, including the manufacturing or service process.

Start Writing here...

Features



Product 1

Write something about a feature.



Product 2

Write something about a feature.



Product 3

Write something about a feature.

Market position



TIP

- Where do your products/services fit in the market?
- Are they high-end, competitive or budget?
- How does this compare to your competitors?

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Start Writing here...

Unique selling position

Unique selling proposition



TIP

- How will your products/services succeed in the market where others may have failed?
- What gives your products/services the edge?

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Start Writing here...

Pricing strategy



TIP

- Do you have a particular pricing strategy?
- Why have you chosen this strategy?

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Value to customer



TIP

- How do your customers view your products/services?
- Are they a necessity, luxury or something in between?

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Start Writing here...

5.

Revenue Model

Revenue Channels

Pricing

COGS

Margins



REMEMBER

It's the age-old question that every business owner has had to answer:



how will your company make money?

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Revenue Channels



TIP

- Are you leveraging transaction-based revenue by collecting one-time payments from your customers?
- Are you generating service revenue based on the time spent providing service to your customers?

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Start Writing here...



Pricing



TIP

- What are your price points and why have you set them that way?
- How does your pricing compare with similar products or services in the market?

Which of the following pricing strategies will you

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Start Writing here...

COGS



TIP

Cost of goods sold, otherwise known as COGS, refers to the business expenses associated with selling your product or service, including any materials and labor costs that went into producing your product.

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Start Writing here...

Margins



TIP

Your margin refers to the profit percentage you end up with after you subtract out the costs for the goods or services being sold. If you purchase your inventory for \$8 per item from a supplier and sell them for \$10, for example, your margin on sales is 20%.

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Start Writing here...

6.

Operating Model

Critical Costs

Cost Maturation & Milestones

Investment Costs

Operating Efficiencies



REMEMBER

Where your Revenue Model refers to how you're going to make money, your Operating Model is about how you're going to manage the costs and efficiencies to earn it.

Basically, it's how your business will actually run.

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Critical Costs



TIP

Your Critical Costs are the costs that make or break your business if you can't manage them appropriately. These essentially determine your ability to grow the business or achieve profitability.

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Cost Maturation & Milestones



TIP

Often your Critical Costs mature over time, growing or shrinking. For example, it might only cost you \$10 to acquire your first 1,000 users, but \$20 to acquire the next 10,000. It's important to show investors exactly where costs might improve or worsen over time.

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Investment Costs



TIP

Investment costs are strategic uses of capital that will have a big Return on Investment (ROI) later. The first step is to isolate what those investment costs are. The second step is to explain how you expect those investments to pay off.

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Operating Efficiencies



TIP

What can you do from an efficiency standpoint that no one else can? It could be the way you recruit new talent, how you manage customer support costs, or the increasing value your product provides as more users sign up.

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Start Writing here...

7.

Competitive Analysis

Competitors

Traction

Similarities & Differences



REMEMBER

Now that you've introduced readers to your industry and your product, it's time to give them a glimpse into the other companies that are working in the same space and how your company stacks up.

A skimpy Competitor Analysis chapter doesn't tell in is unrivaled. It tells them that you're not looking here

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Competitors



TIP

It's good to understand your competitors – who they are, their features, strengths and their weaknesses – particularly if you have a small target market. That knowledge will help you to be different from your competitors and to shape your business strategy.

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Start Writing here...

Competitor 1



Competitor 2

Traction

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TIP

- How much revenue does your competitor generate each year?
- Approximately how many users/customers do they have?
- Have they received venture funding? How much? From whom?

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Similarities & Differences



TIP

- What are the points of similarity between your competitor and you in terms of offering, price point, branding, etc?
- What are the points of difference, both for the better and for the worse?

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Start Writing here...

8.

Marketing Plan

Customer Definition

Customer Acquisition

SWOT – Internal and external forces

Launch Strategy and Budget

Distribution Channels



REMEMBER

Marketing is the process of creating customers, and customers are the lifeblood of your business. In this section, the first thing you want to do is define your marketing strategy. There is no single way to approach a marketing strategy; your strategy should be part of an ongoing self-evaluation process and unique to your company. However, there are steps

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Customer Definition



TIP

The name of the game here is to know your audience!

This is where you show readers that you know :

- Who your audience is (who's most likely to buy)

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Start Writing here...



Customer Acquisition



TIP

Now that we know who your customers are, the next question is

— how do you plan on getting them?

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Start Writing here...



TIP

Which channels will you use to acquire your customers?

- Direct sales?
- Online(Inbound) acquisition (paid ads, organic SEO, social, email)?
- Offline acquisition (newspaper, TV, radio, direct mail)?

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Channels

Start writing here...



TIP

There are hard costs associated with every customer acquisition channel. Yes, even social media. It's your job here to forecast and compile all of the associated costs with a particular channel so that you can arrive at a preliminary budget for what it would cost to use this channel.

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Channel Cost Assumptions

Start writing here...

SWOT – Internal and external forces



TIP

Now that you've analyzed your market and your competition, think more widely about your SWOT – your strengths, weaknesses, opportunities, and threats. Some will be internal to your company. Others will be forces outside your direct control. They're all important to identify and plan for.

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Start Writing here...

Strengths

Mention positive tangible and intangible attributes. Internal to your organization which are within the organization's control.

S

Weaknesses

Factors that are within an organization's control that detract from its ability to attain the core goal. In which areas might the organization improve?

W

Opportunities

External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?

O

Threats

External factors, beyond an organization's control, which could place the organization's mission or operation at risk. The organization may benefit by having contingency plans to address them should they occur.

T

Launch Strategy and Budget

Explain your launch marketing strategy and then note your budget. Few businesses make their name purely on word-of-mouth; they need to promote their business to effectively set up their stall in the marketplace. The budget for this should be part of the start-up costs mentioned in the Finance section and reflect the total cost of the launch marketing tactics outlined in your marketing strategy.

Area Of Spend	Cost(\$)
[Cost title]	[Cost Amount]
Total	

Distribution Channels



TIP

What methods of distribution will you use to sell your products and/or services?
These may include:

- Retail
- Direct sales

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Start Writing here...

9.

Traction

Product Development

Manufacturing/Distribution

Early Customers & Revenue

Testimonials & Social Proof

Partnerships

Intellectual Property

Press Mentions



REMEMBER

Many investors see hundreds of deals every year.

If you want to stand a chance of making any sort of meaningful impression, it's important to show them that your business is more than just an idea and that you've already got some irons in the fire.

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Product Development



TIP

- Where are you in the product development process?
- Do you have a working prototype?
- Is your product already in the market and gaining customers?

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Start Writing here...

Manufacturing/Distribution



TIP

- Do you already have an established partner for production/manufacturing?
- How about distribution? Tell us about your relationships and what they can handle.

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Start Writing here...

Early Customers & Revenue



TIP

- Do you have any existing customers? If so, how many, and how fast is your customer base growing?
- Have you started generating revenue? If so, how much?

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Start Writing here...

Testimonials & Social Proof



TIP

- Do you have any client reviews or comments that can illustrate positive customer response to your product/service?
- Has your product/service been reviewed/endorsed by any industry experts?

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Start Writing here...

Partnerships



TIP

Have you secured partnerships with any established or notable companies or brands?

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Start Writing here...

Intellectual Property



TIP

- Do you have any patents for the technology or ideas behind your company?
- Is your company name trademarked?

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Start Writing here...

Press Mentions



TIP

Has your company been featured by any media outlets? Which ones?

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Start Writing here...

10.

Management & Organization

Management Team

Advisory Board Members

Organization Chart

Hiring Plan

Professional Services



REMEMBER

Your Management & Organization chapter is where you introduce your team and, if possible, explain how each team member's background is highly relevant to the success of your company.

An ideal Management Team section shows investor combination of skills, experience, relationships, and

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Management Team



JOHN DOE

Owner & Founder johnd@example.com



TIP

List the members of your professional/advisory support team, including:

- Attorney
- Accountant
- Board of directors

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Advisory Board Members



JOHN DOE

Advisory board member johnd@example.com

Organization Chart



TIP

Develop and include an organization chart. This should include both roles that you've already filled and roles you plan to fill in the future.

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Start Writing here...

Hiring Plan



TIP

Explain how you plan to fill in any gaps in management and/or experience. For instance, if you lack financial know-how, will you hire a CFO or retain an accountant? If you don't have sales skills, will you hire an in-house sales manager or use outside sales reps?

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Professional Services



TIP

Many of today's businesses hire professional services or consultants, like custom operators, accountants, tax prepares, and veterinarians. Professional services could include accounting, marketing, financial planning, crop scouting, nutrition, etc. If you use outside professional services to help you with some aspects of the business, list them here and describe

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11.

Funding

Funding Goal

Terms

Use of Funds

Milestones

Why Invest? / Conclusion



REMEMBER

Chances are you're shopping your business plan around to secure capital for your project. If that's the case, don't forget to actually ask for the one thing you set out to achieve!

In fact, you'll want to devote an entire chapter to your [To unlock help try Upmetrics!](#)

Funding Goal



TIP

- How much funding do you need to move forward with your goals?
- How did you arrive at this figure?

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Start Writing here...

Terms



TIP

What will investors get in exchange for their investment in your company?

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Start Writing here...

Use of Funds



TIP

How will you use the funding that you secure from investors? Provide a very basic breakdown, either by amounts or by percentages, of how you plan to allocate the funds you receive. For example:

- 25%: R&D

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Milestones

What key milestones will you and your company be able to achieve with the help of this funding?

Date	Milestone
[Date 1]	[Name]
[Date 2]	[Name]
[Date 3]	[Name]
[Date 4]	[Name]
[Date 5]	[Name]

Why Invest? / Conclusion



TIP

Wrap up your Funding section with by driving home why investors should get involved with your company.

- Is it the experience of your team?
- The originality of your product?

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12.

Financial Plan

Financial Position

Historical Performance

Income Statement

Cashflow

Balance Sheet

Break-Even Analysis

Capital Request



REMEMBER

At last, we've arrived at everybody's least favorite section of the business plan: **Financials!**

Your Financials section comes last after what we'll call the more "narrative"-driven content that makes up the vast majority of your

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Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

Projected Expense Data

Here you can embed your projected expenses data from financial forecasting.

Projected Personnel Data

Here you can embed your projected personnel (employees) data from financial forecasting.

Projected Funding Data

Here you can embed your projected funding data from financial forecasting.

Financial Position



TIP

The financial position of your business communicates the financial resources you have available and your ability to withstand future risks. Your financial position can be evaluated in terms of the solvency and liquidity position of your business.

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Historical Performance



TIP

Historical performance is considered a good indicator of future performance. Document key financial and production measures from the past three to five years and show the trends for yields, production levels, net income, and other key measures.

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Income Statement

A financial statement that showcases your revenues, expenses, and profit for a particular period and whether or not your business is profitable at that point in time. It is an important tool to help you determine if your plan is financially feasible.

	Year1	Year2	Year3	Year4	Year5
Revenues					
Product/Service-A	\$151,200	\$333,396	\$367,569	\$405,245	\$446,783
Product/Service B	\$100,800	\$222,264	\$245,046	\$270,163	\$297,855
Total Revenues	\$252,000	\$555,660	\$612,615	\$675,408	\$744,638
Expenses & Costs					
Cost of goods sold	\$57,960	\$122,245	\$122,523	\$128,328	\$134,035
Lease	\$60,000	\$61,500	\$63,038	\$64,613	\$66,229
Marketing	\$20,000	\$25,000	\$25,000	\$25,000	\$25,000
Salaries	\$133,890	\$204,030	\$224,943	\$236,190	\$248,000
Other Expenses	\$3,500	\$4,000	\$4,500	\$5,000	\$5,500
Total Expenses & Costs	\$271,850	\$412,775	\$435,504	\$454,131	\$473,263
EBITDA	(\$19,850)	\$142,885	\$177,112	\$221,277	\$271,374
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
EBIT	(\$56,810)	\$105,925	\$140,152	\$184,317	\$234,414
Interest	\$23,621	\$20,668	\$17,716	\$14,763	\$11,810
EBT	(\$80,431)	\$85,257	\$122,436	\$169,554	\$222,604

	Year1	Year2	Year3	Year4	Year5
Net Operating Loss	(\$80,431)	(\$80,431)	\$0	\$0	\$0
Income Tax Expense	\$0	\$1,689	\$42,853	\$59,344	\$77,911
NET INCOME	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Net Profit Margin (%)	-	15.00%	13.00%	16.30%	19.40%

Cashflow

Projected cash flow will help you determine if your plan can meet expenses, make debt payments and make it through the transition period.

	Year1	Year2	Year3	Year4	Year5
CASH FLOW FROM OPERATIONS					
Net Income (Loss)	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Change in working capital	(\$11,340)	(\$1,625)	(\$2,350)	(\$2,133)	(\$2,409)
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
Net Cash Flow from Operations	(\$54,811)	\$118,902	\$114,193	\$145,037	\$179,244
CASH FLOW FROM INVESTMENTS					
Investment	(\$246,450)	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	(\$246,450)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
Net Cash Flow from Financing	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
SUMMARY					
Net Cash Flow	\$16,710	\$73,478	\$68,769	\$99,613	\$133,819
Cash at Beginning of Period	\$0	\$16,710	\$90,188	\$158,957	\$258,570

	Year1	Year2	Year3	Year4	Year5
Cash at End of Period	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389

Balance Sheet

You may also want to develop a projected balance sheet to evaluate how your plan will impact your solvency or net worth. It shows a summary of your business' net worth at a particular point, breaking it into assets, liabilities, and capital.

	Year1	Year2	Year3	Year4	Year5
ASSETS					
Cash	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389
Accounts receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$21,000	\$23,153	\$25,526	\$28,142	\$31,027
Total Current Assets	\$37,710	\$113,340	\$184,482	\$286,712	\$423,416
Fixed assets	\$246,450	\$246,450	\$246,450	\$246,450	\$246,450
Depreciation	\$36,960	\$73,920	\$110,880	\$147,840	\$184,800
Net fixed assets	\$209,490	\$172,530	\$135,570	\$98,610	\$61,650
TOTAL ASSETS	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066
LIABILITIES & EQUITY					
Debt	\$317,971	\$272,546	\$227,122	\$181,698	\$136,273
Accounts payable	\$9,660	\$10,187	\$10,210	\$10,694	\$11,170
Total Liabilities	\$327,631	\$282,733	\$237,332	\$192,391	\$147,443
Share Capital	\$0	\$0	\$0	\$0	\$0
Retained earnings	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
Total Equity	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
TOTAL LIABILITIES & EQUITY	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066

Break-Even Analysis



TIP

Just like it sounds, your break-even analysis helps you determine when your total revenue equals your total expenses. In other words, your break-even point. Total profit here equals 0.

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Capital Request



TIP

The most common reason for developing a business plan is to present your ideas for a new or expanded business to investors or lenders. They want to know how much money you need and the purpose for which you need it. Use this section to communicate your capital requirements along with the major purposes for which the funds will be used.

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