**Business Name**

**"slogan or business statement"**

 Month and Year

 Owner Name

 Address

 City, State, Zip

   Telephone

  E-mail and/or web address

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**Executive Summary**

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**Business Description**

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**Market Assessment**

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**Competitive Analysis**

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**Customer Profile – Target Customers**

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**Marketing Plan**

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**Legal Organization and Management**

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**Start-up Costs**

 **Sources of Funds**

**Expense Item Cost From Equity From Debt**

Accounts Receivable $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Advance Labor Costs $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Advertising for Opening $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Closing Costs $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Consultant Fees $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Deposits for Utilities $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Fixtures & Equipment $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Installation of Equipment $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Insurance $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Legal Fees $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Licenses & Permits $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Office Supplies $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Other Promotional Costs $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Purchase of Business $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Remodeling Expenses $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Research Expenses $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Starting Inventory $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Travel Expenses $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

Vehicles $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

 ***Operating Cash*** $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

 ***TOTALS*** $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_

**Profit and Loss Projections**

**Cash Flow Projection**

**Critical Risks**

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**Balance Sheet**

**Milestone Schedule**

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**Appendix**

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