

# Business Plan

Company Overview and Future Strategy

Contact: Your Name, CEO

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Tel: + 897 your number

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Skype: yours skype name

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# SECTION 1: Introduction

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## The Problem Your Business Solves:

Describe the main problem your business solves in **ONE SENTENCE**.

## The Solution Your Business Provides:





Describe the solution your business provides in **ONE SENTENCE**.

## Usage Scenario:

Describe briefly the main usage scenario for your product/service.

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## Exit Strategy

Potential Acquirers	Acquisition History
	<ul style="list-style-type: none"><li>• Acquired X in 2007 for \$10m</li><li>• Acquired Y in 2008 for \$5m</li></ul>
	<ul style="list-style-type: none"><li>• Acquired Z in 2005 for \$8m</li></ul>
	<ul style="list-style-type: none"><li>• Acquired A in 2008 for \$25m</li><li>• Acquired B in 2008 for \$3m</li><li>• Acquired C in 2006 for \$50m</li></ul>
	<ul style="list-style-type: none"><li>• Acquired D in 2006 for \$32m</li><li>• Acquired E in 2007 for \$17m</li></ul>

## Problem Breakdown:



Describe who has the problem, how many people have the problem, how much does the problem cost them and how much will they pay to fix the problem in Market Segment A.

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Describe who has the problem, how many people have the problem, how much does the problem cost them and how much will they pay to fix the problem in Market Segment B.

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Describe who has the problem, how many people have the problem, how much does the problem cost them and how much will they pay to fix the problem in Market Segment C.

## Traction: (This is the most important section)

- Your sales to date
  - Your users to date
  - Key reference sites
  - Mailing list subscribers
  - Competitions you have won
  - Notable reviews of your product
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# SECTION 2: The Business

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## Your Business Model: How you make Money

### Example for a “Freemium” Model

### LostJob StartBusiness      LostJob StartBusiness

Standard

Professional

Basic Feature A



Basic Feature B



Basic Feature C



Advanced Feature X

N/A



Advanced Feature Y

N/A



Advanced Feature Z

N/A



Price Single User

FREE

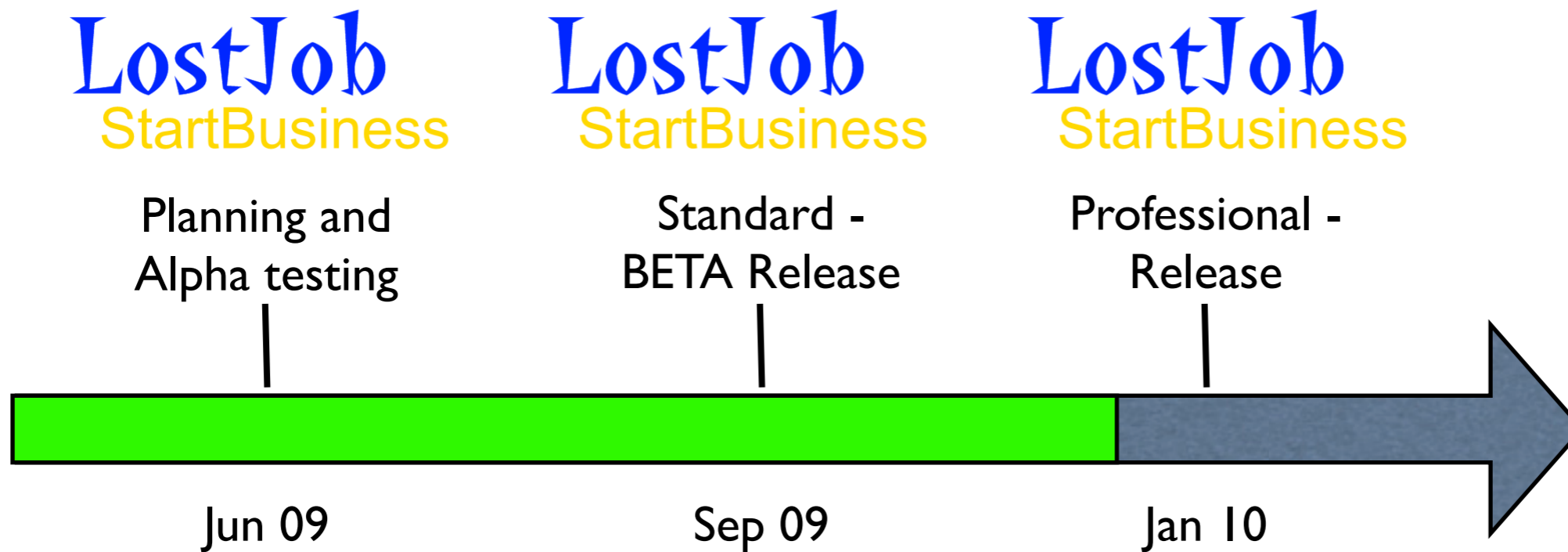
\$49

Price Site License

FREE

From \$999

## Time Line: Your stage of development





Describe the timeline goals you have already reached and outline how you are going to achieve your future goals. Remember, keep it brief and to the point.

## Marketing Tactics:

Describe the marketing techniques you intend to use. (Tip: It's good to present early results from actual marketing activity if you can)

Marketing Tactic	Projected Results
Search Engine PPC Ads	Year 1 - A Leads, X Sales Year 2 - B Leads, Y Sales Year 3 - C Leads, Z Sales
Generate Organic Traffic	Year 1 - A Leads, X Sales Year 2 - B Leads, Y Sales Year 3 - C Leads, Z Sales
Trade Shows	Year 1 - A Leads, X Sales Year 2 - B Leads, Y Sales Year 3 - C Leads, Z Sales

## Competitors:

Competitor	What you can do and they can't	What they can do and you can't
Compete w/u	Function XYZ Function UVW	Function ABC Function DEF
 CHEAPco	Function XYZ Function UVW	Function DEF
 CPTN	Function UVW	Function ABC Function DEF
"X" INC	Function XYZ	Function DEF

## SWOT Analysis:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>•List the strengths of your business</li><li>•Strength No. 1</li><li>•Strength No. 2</li></ul>	<ul style="list-style-type: none"><li>•List the weaknesses of your business</li><li>•Weakness No. 1</li><li>•Weakness No 2</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>•List the opportunities that your business has.</li><li>•Opportunity No. 1</li><li>•Opportunity No. 2</li></ul>	<ul style="list-style-type: none"><li>•List the threats that your business faces</li><li>•Threat No 1</li><li>•Threat No 2</li></ul>

## PEST Analysis:

<b>Political (incl. Legal)</b>	<b>Economic</b>	<b>Social</b>	<b>Technological</b>
<ul style="list-style-type: none"><li>• Describe the current and future political/legal environment and it's implications for your market.</li></ul>	<ul style="list-style-type: none"><li>• Describe the current and future key economic issues in your market.</li></ul>	<ul style="list-style-type: none"><li>• Describe the current and future social implications both positive and negative for you business and industry.</li></ul>	<ul style="list-style-type: none"><li>• Describe the implications that technology both current and future has on your business.</li></ul>

## Management Team:

- Your Name, CEO
  - 📌 Professional Background
  - 📌 Educational Background
- A.N. Other, CTO
  - 📌 Professional Background
  - 📌 Educational Background
- A.N. Other, VP Marketing
  - 📌 Professional Background
  - 📌 Educational Background

# SECTION 3: Financial Projections & The Future

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## Financial Projections Summary:

### Sales Assumptions

2009			
No. Unique Website Visitors	30,000	Visitor/Free download Conv. Rate	25.00%
Number of Downloads	7,500	Pro Conversion Rate	3.00%
License	49	60.00%	6,615
	225	999	40.00%
	Total		96,525

2010			
No. Unique Website Visitors	80,000	Visitor/Free download Conv. Rate	30.00%
Number of Downloads	24,000	Pro Conversion Rate	3.50%
License	59	60.00%	29,736
	840	1,199	40.00%
	Total		432,600

2011			
No. Unique Website Visitors	130,000	Visitor/Free download Conv. Rate	30.00%
Number of Downloads	39,000	Pro Conversion Rate	4.00%
License	69	60.00%	64,584
	1,560	1,299	40.00%
	Total		875,160

## Financial Projections Summary:

### Profit/Income Projections

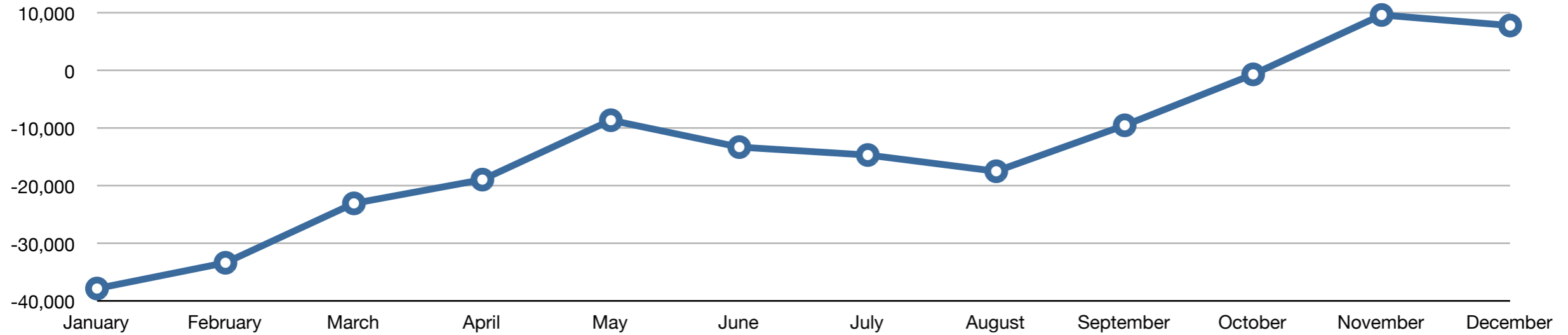
	2009	2010	2011
	\$	\$	\$
<b>Sales</b>	96,525	432,600	875,160
<b>Expenses</b>	\$	\$	\$
Software Outsourcing	20,000	20,000	20,000
CEO	20,000	35,000	45,000
Customer Service	5,000	35,000	75,000
System Administrator	10,000	35,000	35,000
Website	2,000	10,000	15,000
Computers	0	0	2,000
Rent and Rates + Service Charges	2,500	2,500	2,500
Online Advertising	5,000	10,000	15,000
Sales Expenses	1,000	16,000	25,000
Accounting	4,000	4,000	4,000
Legal fees	12,000	12,000	12,000
Misc. Marketing	1,000	1,000	2,000
<b>Total Expenses</b>	82,500	180,500	252,500
<b>Net Profit</b>	14,025	252,100	622,660

### Balance Sheets

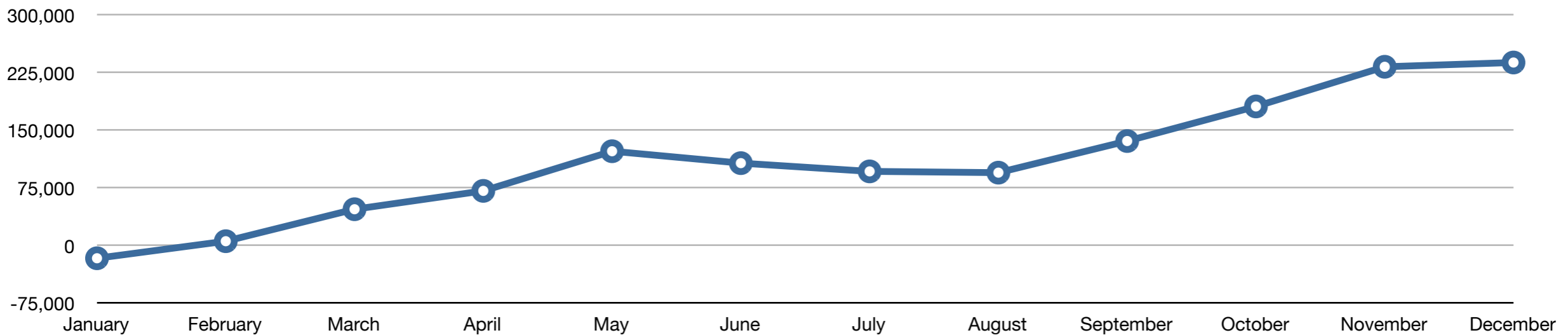
	2009	2010	2011
	\$	\$	\$
<b>Fixed Assets</b>	0	0	0
<b>Current Assets</b>			
Debtors	7,722	34,608	70,013
Cash	7,925	238,785	833,475
<b>Current Liabilities</b>			
VAT Owed	1,622	7,268	14,703
<b>Total Net Assets</b>	14,025	266,125	888,785
<b>Financed By</b>			
Investment	0	0	0
Profit	14,025	266,125	888,785
<b>Total Shareholder's Equity</b>	14,025	266,125	888,785

## Financial Projections Summary:

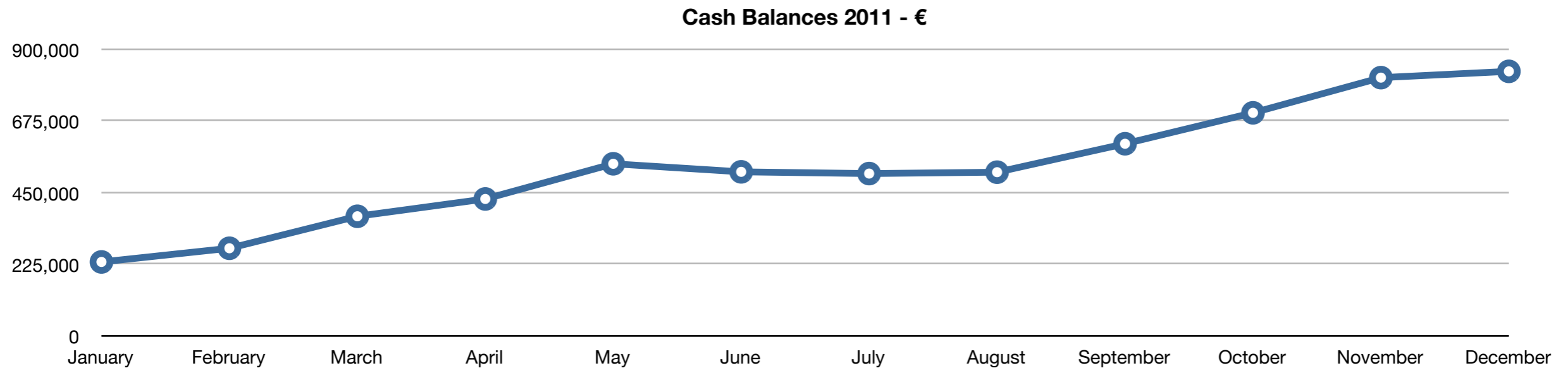
Cash Balances 2009 - €



Cash Balances 2010 - €



## Financial Projections Summary:



Notes: Any notes to the Financial Projections that should be included.

## Funding so far:

Prior Funding - \$X,000 from founders, \$X,000 from Source A. That has got us this far.

## Current Objectives:

- Get X,000 standard version users by month 7.
- Build a high quality Board of Directors.
- Get investment to scale the business.
- Convert Standard version users to paying Professional version users at a rate of 3%.
- Work with established resellers to sell the Professional version through their established channels.

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