**Writing a Business Plan Includes ..**

1. What is the company(Intro)?
2. Who am I giving $$ to (Mgmt Team, bio)?
3. How does it work ?(Operation/ User Experience)
4. Where does this belong ? ( Market place)
5. Why hasn’t this been done ? ( Competition)
6. How quickly will I know, if I make or loose my money ? (Market Strategy/Road Map)
7. What are the numbers ? ( Revenues)
8. How much do you need ? ( The Ask)

**Trust Factors for Investors .**

1. Industry Experience
2. Team
3. Interesting/Unique
4. Advisory Board
5. Education
6. Regional
7. Sport/Interests/Skills