**Appendix 9A: Feasibility Plan Outline**

This outline provides the needed aspects of a complete feasibility plan. Each section has some of the key material that needs to be included. Following this outline will help the entrepreneur recognize the actual feasibility of the proposed venture as well as the areas that need to be further developed before the concept could ever be considered for potential funding:

***Title Page***

Name of proposed company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Names and titles of the founding team members:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Table of Contents:**

Make sure that all of the contents in the feasibility plan have page numbers and are listed carefully in the table of contents:

1. Executive Summary
2. The business Concept
3. Industry / Market Analysis
4. Management Team
5. Product / Service Development Plan
6. Financial Plan
7. Timeline

**The Sections of a Feasibility Plan**

**Executive Summary**

***Explanation***: Include the most important highlights from each section of the feasibility study. Be sure to include a clear and concise description of the venture, whatever proprietary aspects it may possess, the target market, the amount of financing needed, and the type of financing that is being requested.

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**The Business Concept**

**Explanation:** Using the following directions, articulate a compelling story for why this is an excellent concept. This section allows the reader to understand what concept is being proposed and why it has true potential in the marketplace. It also provides an opportunity for the entrepreneur to prove that he or she can articulate this concept in clear and comprehensible terms to people outside their circle of friends and close associates.

**Key Concepts**

Describe whether the proposed concept is a retail, wholesale, manufacturing, or service business. Identify the current stage of development for the venture (concept stage, start-up, initial operations, or expansion).

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Include a clear description of the targeted customer, the value proposition (in terms of benefits gained) for that customer, and the potential growth opportunities.

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Summarize any proprietary rights associated with this concept, whether that be patents, copyrights, licenses, royalties, distribution rights, or franchise agreements.

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**Industry/ Market Analysis**

*Explanation*: The industry/ market analysis is critical. Is there a market for the product or service resulting from the venture? What are the current trends in this industry? What are the predicted trends for this industry? Can any of this be substantiated? The market for the product / service may be obvious, yet the feasibility analysis must validate its existence. In the venture feasibility analysis, it may be enough to prove that a sufficient market exists for the venture and that no further in-depth research is warranted. However, entrepreneurs should always study their competitors in the marketplace. *Lessons learned from competitors provide opportunities for entrepreneurs to find the unique distinctions in their own concept*.

**Key Concepts**

Explain the industry that this concept focuses on, as well as whatever trends may exist in that particular industry today.

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Discuss that target market analysis that has been used and what specific market niche that has produced. In addition, identify the market size, its growth potential, and your plan for market penetration based on research.

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Explain the customer profile in terms of who the specific customer is and again what value proposition in terms of benefits) is being offered the customer.

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Finally, be sure to include a competitor analysis that describes thoroughly the competition existing today and how specifically your concept will match up or exceed the competition and why.

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**Management Team**

*Explanation*: Keep in mind that all new ventures must stand the scrutiny of whether the founding team can really move this idea to market. The experience of the management team may end up being one of the most critical factors to outside investors. Many times, venture-capitalists have expressed their belief that they prefer a “B” idea with an “A” team as opposed to an “A” ideas with “B” team. In other words, there is a real concern about the implementation phase of a proposed concept. Does this founding team have the background, experience, skills and networks to make the concept operationally successfully?

**Key Concepts**

Identify the founding team members and the key personnel in place to guide the proposed company.

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Explain the team’s qualifications and how the critical tasks are being assigned. Also include any board of directors/advisors that are in place.

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Finally, outline any “gaps” in the management team (in terms of skills and abilities) and explain how those will be addressed.

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**Product / Service Development Analysis**

**Explanation**: Before going and further with a conceptual idea, the entrepreneur must determine whether the concept has any practical feasibility. One of the most important questions in this section of the feasibility analysis would be: “What unique features distinguish your product / service? “The more unique the features of a product or service, the better chance the business concept has of being successful.

**Key Concepts**

Provide a detailed description of the proposed concept, including any unique features that make it distinctive.

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Explain the current status of the project and include a clear timeline of the key tasks to complete.

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Identify any intellectual property involved with this potential venture, and discuss the proprietary protection that exists. Any proposed or completed prototype testing should be described here as well.

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Finally, identify any anticipated critical risks in terms of potential product liability, governmental regulations, or raw material issues that may hinder this project at any stage.

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**Financial Analysis**

*Explanation:* Summarize the critical assumptions upon which the financial information is based: in other words, show how the numbers have been derived. *A pro forma income statement and a statement of cash flows are the two most critical financial documents to add here* – even though they may include preliminary outside sources needed to get some idea of the generation of revenue and the cash position of the venture during the first three years. If possible, provide a break-even analysis to demonstrate where the venture moves from survival to growth.

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**Key Concepts**

*Assumptions:*

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***Pro Forma Income Statement***

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***Pro Forma Cash Flow Statement***

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***Break Even Analysis:***

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***Timeline***

Explanation: Use a graphic representation of the dates and the related tasks in order of their completion until actual concept launch.

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