
Lorem Ipsum Ltd.

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1 Summary

1.1 Executive Summary

1.2 Business Detail

Company Name

Lorem Ipsum Ltd.

Address

42 Lorem Ipsum,
Aberystwyth,
Ceredigion,
England

Telephone Number

+44 1234 987765

The Business Will

1.3 Key Personnel

Details of Owners

Name: Alexander Brown

Position and Main Responsibilities: Director, Software Developer

Experience and Knowledge of our Industry: 3 years Experience with the Java programming language including mobile application and OSGi development. 1 year Linux administration.

Previous Employment: CICS L3 Service Tooling Engineer, IBM UK.

Key Skills Brought to the Business: Software Development and Server Administration.

Academic/Professional Qualifications: MEng Software Engineering, University of Aberystwyth; Java 7 Certification.

Other Key Personnel

Name: Mark Richards

Position and Main Responsibilities: Mobile Developer and Tester

Experience and Knowledge of our Industry: 5 years Software Development experience in Java, C# and Ruby.

Previous Employment: Lead Tester, BBC

Key Skills Brought to the Business: Software Testing and Architecture

Academic/Professions Qualifications: BSc (Hons) Computer Science, University of Kent

Name: Kate Howle

Position and Main Responsibilities: Systems Administrator

Experience and Knowledge of our Industry: 7 years UNIX/Linux Administration experience.

Previous Employment: Senior System Administrator, Linux IT

Key Skills Brought to the Business: UNIX/Linux Administration

Academic/Professions Qualifications: BSc (Hons) Computer Science, University of Dublin;
RedHat Certified Engineer

2 Vision

2.1 Business Ideas

Lorem Ipsum Inc. will sell Customer Relationship Management (CRM) software services with support for modern mobile platforms.

2.2 Business Goals

First Year of Business

The Business in 5 Years

2.3 What the Business Does

Product/Service	Features	Benefits
Contract Monitoring System	Monitoring and Tracking of every stage of the sale process	Streamlines the sale process
Forecasting System	Forecasts into opportunities, territories and sales	Sales forecasts
Social Media Services	Social Media presence to track and communicate with customers	Improves cooperate image
Mobile and Tablet set-up	Set up for mobile devices	On the move access to any of our systems

2.4 What Makes the Business Different

2.5 Legal Requirements

3 Marketing

3.1 Market Research

3.2 Profiling Customers

3.3 Profiling Competitors

Competitor Name	Strengths	Weaknesses
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3.4 Managing Marketing Risks

4 Pricing

Product/Service	Your Price(s)	Range of Competitor Prices (per unit)
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4.1 Promotion and Advertisement

4.2 Running the Business

4.3 Staff

Role	Total Cost	Necessary Experience	Specialist Skills or Experience
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4.4 Premises

	Cost (£)
Premises required at start-up:	???

4.5 Suppliers

Supplier	Product	Credit
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4.6 Equipment

4.7 Managing Operational Risks

5 Finance