**Section 1: Executive Summary**

**Section 2: Industry Analysis**

* Industry size, growth rate, and sales projections
* Industry structure
* Nature of participants
* Key success factors
* Industry trends
* Long-term prospects

**Section 3: Company Description**

* Company description
* Company history
* Mission statement
* Products and services
* Current status
* Legal status and ownership
* Key partnerships (if any)

**Section 4: Market Analysis**

* Market segmentation and target market selection
* Buyer behavior
* Competitor analysis

**Section 5: The Economics of the Business**

* Revenue drivers and profit margins
* Fixed and variable costs
* Operating leverage and its implications
* Start-up costs
* Break-even chart and calculations

**Section 6: Marketing Plan**

* Overall marketing strategy
* Product, price, promotions, and distribution
* Sales process (or Cycle)
* Sales tactics

**Section 7: Design and Development Plan**

* Development status and tasks
* Challenges and risks
* Projected development costs
* Proprietary issues (patents, trademarks, copyrights, licenses, brand names)

**Section 8: Operations Plan**

* General approach to operations
* Business location
* Facilities and equipment

**Section 9: Management Team and Company Structure**

* Management team
* Board of directors
* Board of advisers
* Company structure

**Section 10: Overall Schedule**

* Incorporating the venture
* Completion of prototypes
* Rental of facilities
* Obtaining critical financing
* Starting production
* Obtaining the first sale

**Section 11: Financial Projections**

* Sources and uses of funds statement
* Assumptions sheet
* Pro forma income statements
* Pro forma balance sheets
* Pro forma cash flows
* Ratio analysis