Business Plan



YOUR STARTUP

LOGO

[Please click me to watch a video on how to complete this template. Thanks, Chris](http://harounventures.com/assemblingfinalbp" \o "Please click me to watch a video on how to complete this template. Thanks, Chris    )

**YOUR\_COMPANY\_NAME .**

*YOUR\_PRODUCT\_OR\_SERVICE\_DESCRIPTION .*

YOUR\_COVER\_PAGE\_DATE .

**YOUR\_FIRST\_NAME\_AND\_LAST\_NAME .**

YOUR\_EMAIL\_ADDRESS .

YOUR\_PHONE\_NUMBER .

YOUR\_INTERNET\_ADDRESS .

YOUR\_POST\_ADDRESS .

*YOUR\_COVER\_PAGE\_LEGAL\_DISCLOSURE .*

Contents

After you have completed this business plan document, please right-click on the table of contents table below and select Update field. If you are prompted to “Update page numbers only” or to “Update entire table,” then please select “Update entire table.”

You can click on the page numbers below to go to a specific topic in this document.

Please delete this yellow box. Thanks

Executive Summary 7

Company and Market Overview 7

Target Customer 8

Management Team 8

Board / Advisors 8

Market Problem & Solution 8

Significant Recent Company Milestone 8

Product Image 8

Management Team Overview 9

Management Team 9

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_YOUR\_TITLE\_AND\_YOUR\_NAME 9

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP1\_TITLE\_AND\_EMP1\_NAME 9

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP2\_TITLE\_AND\_EMP2\_NAME 10

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP3\_TITLE\_AND\_EMP3\_NAME 10

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP4\_TITLE\_AND\_EMP4\_NAME 10

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP5\_TITLE\_AND\_EMP5\_NAME 11

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP6\_TITLE\_AND\_EMP6\_NAME 11

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP7\_TITLE\_AND\_EMP7\_NAME 11

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP8\_TITLE\_AND\_EMP8\_NAME 12

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP9\_TITLE\_AND\_EMP9\_NAME 12

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP10\_TITLE\_AND\_EMP10\_NAME 12

Board/Advisors 13

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD1\_TITLE\_AND\_BRD1\_NAME 13

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD2\_TITLE\_AND\_BRD2\_NAME 13

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD3\_TITLE\_AND\_BRD3\_NAME 13

Outsourced Partners 14

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER1\_TITLE\_AND\_PARTNER1\_NAME 14

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER2\_TITLE\_AND\_PARTNER2\_NAME 14

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER3\_TITLE\_AND\_PARTNER3\_NAME 14

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER4\_TITLE\_AND\_PARTNER4\_NAME 14

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER5\_TITLE\_AND\_PARTNER5\_NAME 14

Employee Recruiting Strategy 14

Employee Incentivizing, Motivation and Retention Strategy 14

Additional Resources to Hire 15

Product/Service 16

Product/Service Overview 16

Quality Control 16

Packaging 16

Production 16

Current Price Strategy 16

Future Price Strategy 16

Bundle Price Strategy 16

Volume Discounts 17

Financing 17

Freemium or Premium Pricing Strategy 17

Input Prices 17

Distribution Strategy 17

Return Policy 17

Who is the Customer? 18

Customer Concentration 18

Customer Attainment Strategy 18

Customer Survey Research 18

Customer Service 18

Customer Response Time 18

Customer Loyalty Program 18

Customer Profile Documentation 19

General Industry Trends / Drivers 19

Industry Risks 19

Warranty Policy 19

Industry Search Trends 19

Barriers to Entry 19

Total Addressable Market (T.A.M.) 19

Percent of the T.A.M. We Plan on Capturing in 5 Years 19

Seasonality 20

Competition 21

Largest Competitor Description 21

Strengths of Largest Competitor 21

Weaknesses of Largest Competitor 21

2nd Largest Competitor Description 21

Strengths of 2nd Largest Competitor 21

Weaknesses of 2nd Largest Competitor 21

3rd Largest Competitor Description 21

Strengths of 3rd Largest Competitor 21

Weaknesses of 3rd Largest Competitor 22

4th Largest Competitor Description 22

Strengths of 4th Largest Competitor 22

Weaknesses of 4th Largest Competitor 22

5th Largest Competitor Description 22

Strengths of 5th Largest Competitor: 22

Weaknesses of 5th Largest Competitor 22

Discussion of Our Strengths Compared to the Competition's Strengths 23

Discussion of Our Weaknesses Compared to the Competition's Weaknesses 23

Discussion of Our Management Compared to the Competition's Management 23

Discussion of Our Price Strategy Compared to the Competition's Price Strategy 23

Go-to Market Strategy 24

Online Distribution Strategy 24

Offline Distribution Strategy 24

Direct Distribution Strategy 24

Indirect Distribution Strategy 24

Cost of Distribution 24

Sales and Marketing Strategy 25

Sales Strategy 25

Sales Force Structure 25

Sales Force Incentives 25

Sales Force Registration / License Certification 25

Marketing Strategy 25

Online Marketing (Social Media) Strategy 25

Lead Generation Strategy 25

Offline Media Strategy 25

Milestones 26

Future Milestones 26

Future Products or Services Milestones 26

Future Revenue Milestones 26

Future Break-Even Milestone 26

Units Sales Milestones 26

TAM Milestones 26

Profit Margins Milestones 26

Geographic Milestones 26

Other Future Milestones 27

Future Exit Strategy Milestones 27

Past Milestones Achieved 28

Revenue Milestones Achieved 28

Units Sales Milestones Achieved 28

TAM Milestones Achieved 28

Break Even Milestone Achieved 28

Profit Margins Milestones Achieved 28

Products or Services Milestones Achieved 28

Geographic Milestones Achieved 28

Other Milestones Achieved 29

Other / Miscellaneous (i.e., Risks) 30

Future Technology Development Risks that Can Impact Our Business Model 30

Future Competition Risks 30

Macroeconomic Developments Risks 30

Disaster Recovery Strategy 30

Other Potential Risks 30

What is the Most Misunderstood Aspect of Our Business Model? 30

Financials 31

Revenue and Net Income Forecast Highlights 31

Financial Ratios 32

Monthly Revenue Forecast 34

Quarterly Revenue Forecast 35

Annual Revenue Forecast 36

Monthly Operating Income Expenses Forecast 37

Annual Operating Income Expenses Forecast 38

Quarterly Income Statement 39

Annual Income Statement 40

Quarterly Balance Sheet 41

Annual Balance Sheet 42

Quarterly Cash Flow Statement 43

Annual Cash Flow Statement 44

Appendix 45

Employee #1 Resume 45

Employee #2 Resume 46

Employee #3 Resume 47

Employee #4 Resume 48

Employee #5 Resume 49

Employee #6 Resume 50

Employee #7 Resume 51

Employee #8 Resume 52

Employee #9 Resume 53

Employee #10 Resume 54

Outsourced Partners #1 Resume 55

Outsourced Partners #2 Resume 56

Outsourced Partners #3 Resume 57

Outsourced Partners #4 Resume 58

Outsourced Partners #1 Resume 59

Marketing Materials (Brochures) 60

Customer Testimonials/References 61

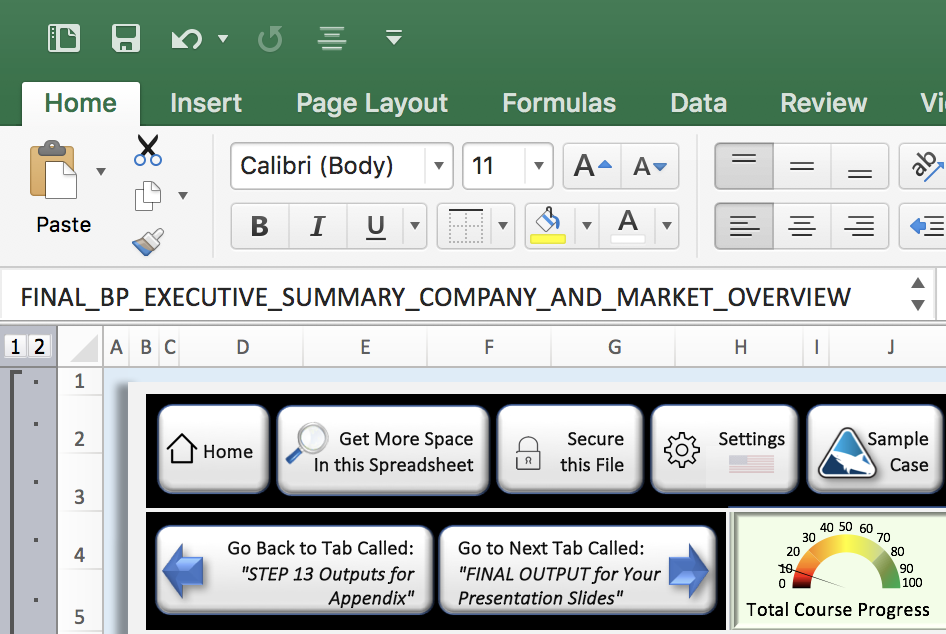
Additional Appendix Items 62

# Executive Summary

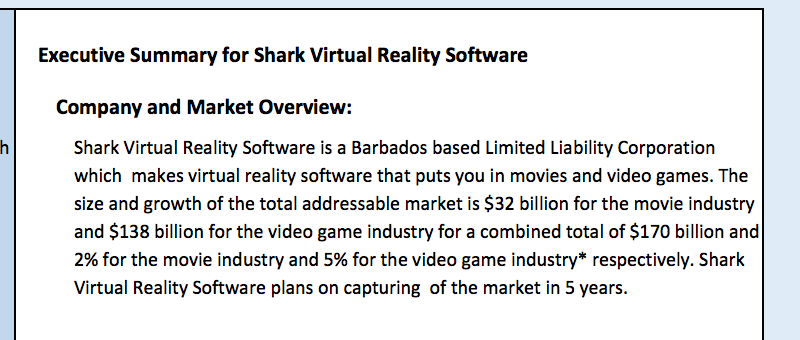
## Company and Market Overview

Below this yellow box, you will see the following text in capital letters: FINAL\_BP\_EXECUTIVE\_SUMMARY\_COMPANY\_AND\_MARKET\_OVERVIEW

If you want, you can copy the text above that is in capital letters and paste it into the left side of your formula\*\* bar in your Excel business plan dashboard document per the image below:



Then Excel will jump to the cell called FINAL\_BP\_EXECUTIVE\_SUMMARY\_COMPANY\_AND\_MARKET\_OVERVIEW, which looks like the image below (which contains sample data):



Then you can copy that cell from Excel (per the image above) and “paste special as unformatted text” below this yellow box. If you want a video explanation, please [click me](http://harounventures.com/assemblingfinalbp) thanks.

Please delete this yellow box. Thanks

\_\_\_\_

*\*\* If you can’t see the formula bar in Excel, then in Excel go to View on the menu and then select Formula Bar.*

FINAL\_BP\_EXECUTIVE\_SUMMARY\_COMPANY\_AND\_MARKET\_OVERVIEW

## Target Customer

FINAL\_BP\_EXECUTIVE\_SUMMARY\_TARGET\_CUSTOMER

## Management Team

FINAL\_BP\_EXECUTIVE\_SUMMARY\_MANAGEMENT\_TEAM

## Board / Advisors

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_EXECUTIVE\_SUMMARY\_BOARD\_ADVISORS

## Market Problem & Solution

FINAL\_BP\_EXECUTIVE\_SUMMARY\_MARKET\_PROBLEM\_AND\_SOLUTION

## Significant Recent Company Milestone

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_EXECUTIVE\_SUMMARY\_SIGNIFICANT\_RECENT\_COMPANY\_MILESTONE

## Product Image

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT)

FINAL\_BP\_EXECUTIVE\_SUMMARY\_PRODUCT\_IMAGE

THIS FOOTNOTE BELOW IS OPTIONAL AS IT IS THE FOOTNOTE FOR YOUR ANSWER ABOVE FOR THE COMPANY AND MARKET OVERVIEW (IF YOU WANT, DELETE THE LINE BELOW THIS TEXT…MEANING IF YOU DON’T HAVE A FOOTNOTE FOR YOUR ANSWER TO THE COMPANY AND MARKET OVERVIEW.)

*FINAL\_BP\_EXECUTIVE\_SUMMARY\_COMPANY\_AND\_MARKET\_OVERVIEW\_DATA\_SOURCE\_FOOTNOTE*

# Management Team Overview

## Management Team

[Please click me to watch a video on how to complete this part of your business plan](http://harounventures.com/bpphotosandlogos). I will show you how to easily insert images of yourself and your employees and how to quickly format this area (we will remove the borders on the tables below together after you paste the contents into the tables below).

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_YOUR\_TITLE\_AND\_YOUR\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_YOU | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_YOUR\_BIO |
| FINAL\_BP\_YOUR\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR FIRST EMPLOYEE – WHICH I LABELED AT EMP1 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 1)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP1\_TITLE\_AND\_EMP1\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP1 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP1\_BIO |
| FINAL\_BP\_EMP1\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR SECOND EMPLOYEE – WHICH I LABELED AT EMP2 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 2)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP2\_TITLE\_AND\_EMP2\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP2 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP2\_BIO |
| FINAL\_BP\_EMP2\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR THIRD EMPLOYEE – WHICH I LABELED AT EMP3 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 3)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP3\_TITLE\_AND\_EMP3\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP3 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP3\_BIO |
| FINAL\_BP\_EMP3\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR FOURTH EMPLOYEE – WHICH I LABELED AT EMP4 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 4)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP4\_TITLE\_AND\_EMP4\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP4 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP4\_BIO |
| FINAL\_BP\_EMP4\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR FIFTH EMPLOYEE – WHICH I LABELED AT EMP5 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 5)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP5\_TITLE\_AND\_EMP5\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP5 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP5\_BIO |
| FINAL\_BP\_EMP5\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR SIXTH EMPLOYEE – WHICH I LABELED AT EMP6 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 6)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP6\_TITLE\_AND\_EMP6\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP6 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP6\_BIO |
| FINAL\_BP\_EMP6\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR SEENTH EMPLOYEE – WHICH I LABELED AT EMP7 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 7)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP7\_TITLE\_AND\_EMP7\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP7 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP7\_BIO |
| FINAL\_BP\_EMP7\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR EIGTH EMPLOYEE – WHICH I LABELED AT EMP8 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 8)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP8\_TITLE\_AND\_EMP8\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP8 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP8\_BIO |
| FINAL\_BP\_EMP8\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR NINTH EMPLOYEE – WHICH I LABELED AT EMP9 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 9)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP9\_TITLE\_AND\_EMP9\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP9 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP9\_BIO |
| FINAL\_BP\_EMP9\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR TENTH EMPLOYEE – WHICH I LABELED AT EMP10 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 10)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP10\_TITLE\_AND\_EMP10\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP10 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP10\_BIO |
| FINAL\_BP\_EMP10\_LOGOS |

## Board/Advisors

BELOW IS OPTIONAL AS IT CONTAINS THE DETAILS OF YOUR 3 BOARD/ADVISORS, WHICH ARE LABELED AS BRD1, BRD2 AND BRD3 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT AS WELL AS THE TITLE ABOVE THIS TEXT IF IT IS NOT APPLICABLE)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD1\_TITLE\_AND\_BRD1\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_BRD1 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD1\_BIO |
| FINAL\_BP\_BRD1\_LOGOS |

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD2\_TITLE\_AND\_BRD2\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_BRD2 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD2\_BIO |
| FINAL\_BP\_BRD2\_LOGOS |

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD3\_TITLE\_AND\_BRD3\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_BRD3 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD3\_BIO |
| FINAL\_BP\_BRD3\_LOGOS |

## Outsourced Partners

BELOW IS OPTIONAL AS IT CONTAINS THE DETAILS OF YOUR 5 OUTSOURCED PARTNERS, WHICH ARE LABELED AS PARTNER1, PARTNER2, PARTNER3, PARTNER4 AND PARTNER5 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT AS WELL AS THE TITLE ABOVE THIS TEXT IF IT IS NOT APPLICABLE)

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER1\_TITLE\_AND\_PARTNER1\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER1\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER2\_TITLE\_AND\_PARTNER2\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER2\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER3\_TITLE\_AND\_PARTNER3\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER3\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER4\_TITLE\_AND\_PARTNER4\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER4\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER5\_TITLE\_AND\_PARTNER5\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER5\_BIO

## Employee Recruiting Strategy

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMPLOYEE\_RECRUITING\_STRATEGY

## Employee Incentivizing, Motivation and Retention Strategy

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMPLOYEE\_INCENTIVIZING\_MOTIVATION\_AND\_RETENTION\_STRATEGY

## Additional Resources to Hire

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_ADDITIONAL\_RESOURCES\_TO\_HIRE

# Product/Service

## Product/Service Overview

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_OVERVIEW

## Quality Control

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_QUALITY\_CONTROL

## Packaging

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_PACKAGING

## Production

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_PRODUCTION

## Current Price Strategy

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_CURRENT\_PRICE\_STRATEGY

## Future Price Strategy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_FUTURE\_PRICE\_STRATEGY

## Bundle Price Strategy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_BUNDLE\_PRICE\_STRATEGY

## Volume Discounts

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_VOLUME\_DISCOUNTS

## Financing

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_FINANCING

## Freemium or Premium Pricing Strategy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_FREEMIUM\_OR\_PREMIUM\_PRICING\_STRATEGY

## Input Prices

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_INPUT\_PRICES

## Distribution Strategy

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_DISTRIBUTION\_STRATEGY

## Return Policy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_RETURN\_POLICY

**Customer and Market Commentary**

## Who is the Customer?

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_WHO\_IS\_THE\_CUSTOMER

## Customer Concentration

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_CONCENTRATION

## Customer Attainment Strategy

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_ATTAINMENT\_STRATEGY

## Customer Survey Research

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_SURVEY\_RESEARCH

## Customer Service

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_SERVICE

## Customer Response Time

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_RESPONSE\_TIME

## Customer Loyalty Program

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_LOYALTY\_PROGRAM

## Customer Profile Documentation

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_PROFILE\_DOCUMENTATION

## General Industry Trends / Drivers

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_GENERAL\_INDUSTRY\_TRENDS\_DRIVERS

## Industry Risks

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_INDUSTRY\_RISKS

## Warranty Policy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_WARRANTY\_POLICY

## Industry Search Trends

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_INDUSTRY\_SEARCH\_TRENDS

## Barriers to Entry

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_BARRIERS\_TO\_ENTRY

## Total Addressable Market (T.A.M.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_TOTAL\_ADDRESSABLE\_MARKET

## Percent of the T.A.M. We Plan on Capturing in 5 Years

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_PERCENT\_TAM\_WE\_PLAN\_ON\_CAPTURING\_IN\_5\_YEARS

## Seasonality

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_SEASONALITY

# Competition

## Largest Competitor Description

FINAL\_BP\_COMPETITION\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of Largest Competitor

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_LARGEST\_COMPETITOR

## Weaknesses of Largest Competitor

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_LARGEST\_COMPETITOR

## 2nd Largest Competitor Description

FINAL\_BP\_COMPETITION\_2ND\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 2nd Largest Competitor

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_2ND\_LARGEST\_COMPETITOR

## Weaknesses of 2nd Largest Competitor

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_2ND\_LARGEST\_COMPETITOR

## 3rd Largest Competitor Description

FINAL\_BP\_COMPETITION\_3RD\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 3rd Largest Competitor

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_3RD\_LARGEST\_COMPETITOR

## Weaknesses of 3rd Largest Competitor

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_3RD\_LARGEST\_COMPETITOR

## 4th Largest Competitor Description

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_4TH\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 4th Largest Competitor

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_4TH\_LARGEST\_COMPETITOR

## Weaknesses of 4th Largest Competitor

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_4TH\_LARGEST\_COMPETITOR

## 5th Largest Competitor Description

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_5TH\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 5th Largest Competitor:

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_5TH\_LARGEST\_COMPETITOR

## Weaknesses of 5th Largest Competitor

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_5TH\_LARGEST\_COMPETITOR

## Discussion of Our Strengths Compared to the Competition's Strengths

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_STRENGTHS\_COMPARED\_TO\_THE\_COMPETITIONS\_STRENGTHS

## Discussion of Our Weaknesses Compared to the Competition's Weaknesses

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_WEAKNESSES\_COMPARED\_TO\_THE\_COMPETITIONS\_WEAKNESSES

## Discussion of Our Management Compared to the Competition's Management

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_MANAGEMENT\_COMPARED\_TO\_THE\_COMPETITIONS\_MANAGEMENT

## Discussion of Our Price Strategy Compared to the Competition's Price Strategy

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_PRICE\_STRATEGY\_COMPARED\_TO\_THE\_COMPETITIONS\_PRICE\_STRATEGY

# Go-to Market Strategy

## Online Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_ONLINE\_DISTRIBUTION\_STRATEGY

## Offline Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_OFFLINE\_DISTRIBUTION\_STRATEGY

## Direct Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_DIRECT\_DISTRIBUTION\_STRATEGY

## Indirect Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_INDIRECT\_DISTRIBUTION\_STRATEGY

## Cost of Distribution

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_COST\_OF\_DISTRIBUTION

# Sales and Marketing Strategy

## Sales Strategy

### Sales Force Structure

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_SALES\_FORCE\_STRUCTURE

### Sales Force Incentives

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_SALES\_FORCE\_INCENTIVES

### Sales Force Registration / License Certification

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_SALES\_FORCE\_REGISTRATION\_OR\_LICENSE\_CERTIFICATION

## Marketing Strategy

### Online Marketing (Social Media) Strategy

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_ONLINE\_MARKETING\_SOCIAL\_MEDIA\_STRATEGY

### Lead Generation Strategy

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_LEAD\_GENERATION\_STRATEGY

### Offline Media Strategy

«

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_OFFLINE\_MEDIA\_STRATEGY

# Milestones

## Future Milestones

### Future Products or Services Milestones

FINAL\_BP\_MILESTONES\_FUTURE\_PRODUCTS\_OR\_SERVICES\_MILESTONES

### Future Revenue Milestones

FINAL\_BP\_MILESTONES\_FUTURE\_REVENUE\_MILESTONES

### Future Break-Even Milestone

FINAL\_BP\_MILESTONES\_FUTURE\_BREAK\_EVEN\_MILESTONE

### Units Sales Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_UNITS\_SALES\_MILESTONES

### TAM Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_TAM\_MILESTONES

### Profit Margins Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_PROFIT\_MARGINS\_MILESTONES

### Geographic Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_GEOGRAPHIC\_MILESTONES

### Other Future Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_OTHER\_FUTURE\_MILESTONES

### Future Exit Strategy Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_FUTURE\_EXIT\_STRATEGY\_MILESTONES

## Past Milestones Achieved

### Revenue Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_REVENUE\_MILESTONES\_ACHIEVED

### Units Sales Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_UNITS\_SALES\_MILESTONES\_ACHIEVED

### TAM Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_TAM\_MILESTONES\_ACHIEVED

### Break Even Milestone Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_BREAK\_EVEN\_MILESTONE\_ACHIEVED

### Profit Margins Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_PROFIT\_MARGINS\_MILESTONES\_ACHIEVED

### Products or Services Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_PRODUCTS\_OR\_SERVICES\_MILESTONES\_ACHIEVED

### Geographic Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_GEOGRAPHIC\_MILESTONES\_ACHIEVED

### Other Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_OTHER\_MILESTONES\_ACHIEVED

# Other / Miscellaneous (i.e., Risks)

## Future Technology Development Risks that Can Impact Our Business Model

FINAL\_BP\_OTHER\_MISCELLANEOUS\_FUTURE\_TECHNOLOGY\_DEVELOPMENT\_RISKS\_THAT\_CAN\_IMPACT\_OUR\_BUSINESS\_MODEL

## Future Competition Risks

FINAL\_BP\_OTHER\_MISCELLANEOUS\_FUTURE\_COMPETITION\_RISKS

## Macroeconomic Developments Risks

FINAL\_BP\_OTHER\_MISCELLANEOUS\_MACROECONOMIC\_DEVELOPMENTS\_RISKS

## Disaster Recovery Strategy

FINAL\_BP\_OTHER\_MISCELLANEOUS\_DISASTER\_RECOVERY\_STRATEGY

## Other Potential Risks

FINAL\_BP\_OTHER\_MISCELLANEOUS\_OTHER\_POTENTIAL\_RISKS

## What is the Most Misunderstood Aspect of Our Business Model?

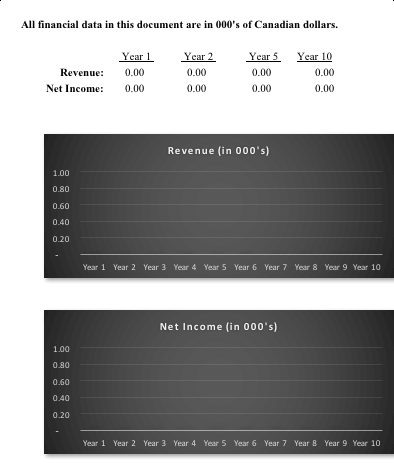
THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT FINAL\_BP\_OTHER\_MISCELLANEOUS\_WHAT\_IS\_THE\_MOST\_MISUNDERSTOOD\_ASPECT\_OF\_OUR\_BUSINESS\_MODEL

# Financials

## Revenue and Net Income Forecast Highlights

Please cut and paste the all caps line of text below this paragraph into the formula bar in your business plan Excel dashboard document. Then select copy in Excel and then paste special below this paragraph as a Picture. (If you can’t see the data in Excel, make sure that you select the “+” options on the Excel tab called “FINAL OUTPUT Business Plan. The image that you paste, should look like the sample one that you see below (delete the sample image below). Thanks

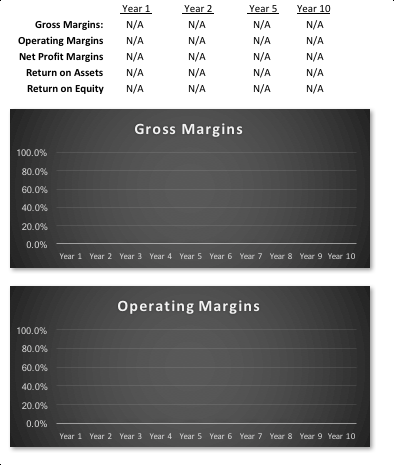
FINAL\_BP\_FINANCIALS\_REVENUE\_AND\_NET\_INCOME\_FORECAST\_HIGHLIGHTS



## Financial Ratios

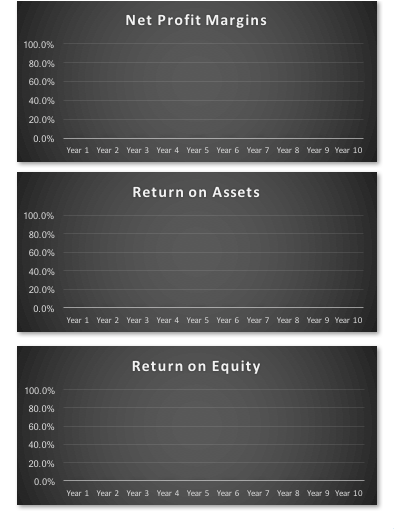
Please repeat what you did on the previous page with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (delete the sample image below). Thanks:

FINAL\_BP\_FINANCIALS\_RATIOS\_1



Please repeat what you did on the previous page with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (delete the sample image below). Thanks:

FINAL\_BP\_FINANCIALS\_RATIOS\_2



## Monthly Revenue Forecast

Please repeat what you did on the previous page with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_MONTHLY\_REVENUE\_FORECAST



## Quarterly Revenue Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_REVENUE\_FORECAST



## Annual Revenue Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_REVENUE\_FORECAST



## Monthly Operating Income Expenses Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_MONTHLY\_OPERATING\_INCOME\_EXPENSE\_FORECAST



## Annual Operating Income Expenses Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_OPERATING\_INCOME\_EXPENSE\_FORECAST



## Quarterly Income Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_INCOME\_STATEMENT\_FORECAST



## Annual Income Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_INCOME\_STATEMENT\_FORECAST



## Quarterly Balance Sheet

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_BALANCE\_SHEET\_FORECAST



## Annual Balance Sheet

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_BALANCE\_SHEET\_FORECAST



## Quarterly Cash Flow Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_CASH\_FLOW\_STATEMENT\_FORECAST



## Annual Cash Flow Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_CASH\_FLOW\_STATEMENT\_FORECAST

****

# Appendix

## Employee #1 Resume

I recommend pasting special as an image as many of your appendix items as you can, while ensuring that the size of this document does not get too large (if you intend to email your document).

## Employee #2 Resume

## Employee #3 Resume

## Employee #4 Resume

## Employee #5 Resume

## Employee #6 Resume

## Employee #7 Resume

## Employee #8 Resume

## Employee #9 Resume

## Employee #10 Resume

## Outsourced Partners #1 Resume

## Outsourced Partners #2 Resume

## Outsourced Partners #3 Resume

## Outsourced Partners #4 Resume

## Outsourced Partners #1 Resume

## Marketing Materials (Brochures)

## Customer Testimonials/References

## Additional Appendix Items