Resources to start the business:
Startup capital - this section should include how you would raise startup capital (bank loan, personal loan from friends/family, grants, business partner, crowdsourcing, credit cards, equipment loan financing, combination of these, etc.) If you use grants or crowdsourcing, describe those sources.

We decided to utilize crowdsourcing to raise startup capital for our company. Crowdsourcing is the practice of obtaining data, information, and opinions about your company's services by engaging a "crowd" or a large group of people. Our company decided to use crowdsourcing to identify ways we can improve our services by communicating with common customers. Ways in which we motivated customers to do so is by the use of public recognition or cash prizes. While doing so we found it equally important to incorporate 2-3 week deadlines to innovate these incentives. Not only do we accept submissions from previous customers but as well by community members and the general public.

How many employees - Part time/full time/contract? Provide job titles and brief descriptions of what they would do.

CEO - Chief Executive Officer to oversee whole business operations and interface with investors and customers. Will serve as a bridge between CFO, COO, and CIO/CTO.
CFO - Chief Financial Officer to oversee finance operations.
Accountant - Contract

COO - Chief Operating Officer to oversee day-to-day business and support operations.
Account Executive/Sales - Commission
Human Resources - Contract
Data Analytics -

CIO/CTO - Chief Information Officer or Chief Technology Officer to oversee engineering activities and team.
Solutions Architect / Sales Engineer - Full Time - 1 full time solutions architect or sales engineer to design customer technical solutions, balancing technical requirements and designing for future growth and resiliency.
Interoperability Engineer - Contract - 1 contract I/O engineer to call upon when HL7 or interoperability projects require assistance.
Implementation Engineer - Full Time - 1 engineer initially to deploy software or build out a customer's technical environment.
Support Engineers - Full Time - 2 engineers initially to provide support based on customer operational needs. If 24/7 support is needed, develop a rotating on-call or pager process with incentive.

Resources needed -
- Phone - VoIP office phone solution that routes calls to designated team members through extensions that can be used as a softphone desktop application, wired VoIP desk phone, or forwarded to a cell phone. Provide cell phones to all employees for business use.

- Website - develop website to drive traffic and capture leads.
- Email - provide email to all employees with group email aliases to have shared inboxes for all teams and departments to minimize direct email to single resources in case of departure, PTO, or absences.
- Business cards - provide business cards to employees that will interface with customers, especially executive positions and sales.
- Technology - company laptops issued to all employees with docking station, monitors, peripherals, Jabra pucks or headsets for conferencing and calls.
- Provide annual allowance/reimbursement plan for WFH employees for desk, chair, and other home office equipment.

Excel formulas:
- Total Operating Income =SUM(B4:B6)
- Total Non-Operating Income =SUM(B9:B11)
- Total Income =SUM(B7,B12)
- Rent =$I$3*3
- Depreciation =$I$6*3
- Insurance =$I$9*3
- Internet =VLOOKUP($A$22,$H$3:$I$9,2,false)*3
- Taxes and Licenses =$I$8*3
- Telephone =$I$7*3
- Total Operating Expenses =SUM(B17:B31)
- Total Expenses =B32
- Net Income Before Taxes =B14-B34
- Income Tax Expense =B32*.21
- Net Income =B67-B37
- Total =SUM(B:E)
- IT Budget =B*D
- IT Consultant =D*E
- IT Budget % =D8/B8
- IT Consultant % =F8/D8
- Total =SUM(B3:B7)
- Created a chart
- Average =AVERAGE(B3:B11)
- Min =MIN(B3:B11)
- Max =MAX(B3:B11)