



SUBMISSION CONTENT: Section Two

Chapters or Topic Areas of a Business Plan/Executive Summary

1. Company name and stage of development
 2. Business Model being pursued
 3. Milestones the company has reached
 4. Problem(s) the company proposes to solve or the market opportunity the company plans to exploit
 5. Products and services company will sell
 6. Overall market being pursued and specific target market(s) being pursued
 7. Marketing and sales strategies (both the entry and growth strategies being pursued)
 8. Competition and the competitive advantages and distinctions of your products and company
 9. External threats/opportunities and internal strengths/weaknesses the company faces moving into the market and growing
 10. Company operating strategy the company will pursue as it enters the market and grows
 11. Management team: existing management and potential management
 12. Sales and costs projections over five year time frame
 13. Pro Forma Financial Statements: Income Statement/Balance Sheet/Cashflow
 14. Capital being sought and uses of capital
 15. Ownership structure and investment strategy
- Appendix: All detailed information in this section.