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# Executive Summary

* What problem do you solve?
* Who are your target customers?
* What product/service do you sell, and how is it different from what competitors offer?
* If you launched already, what are your sales and revenue thus far?
* What are your projections for sales and profitability?
* Why should an investor be excited about your idea?

# Company Overview

## Business Model

## Business Mission & Vision

## Business Information

[Registered name, registered address, and contact information]

## Founding Story

[How you came about your idea and why you pursued it]

## Business structure

[Sole proprietorship, partnership, or limited liability company (LLC). Include the ownership stake of every party as well]

## Management Team

[Include their professional background, unique skills, and expertise.]

## Short-Term Goals

(achievable within 12 months)

## Long-Term Goals

(achievable within 5 years)

# Market Analysis

## Target Market

## Market Research Results

## Market Share Strategies

### Competitive Advantages

### Unique Selling Proposition

# Product/Service Description

# Marketing Strategies

## Marketing Goals

## Sales Targets

## Marketing Channels

## Budget

# Financial Projections

## Total Costs

### Marketing Breakdown

### Promotion Breakdown

### Commission Breakdown

### Administration Breakdown

### Salary Breakdown

## Profit & Loss Projections

## Break-Even Analysis

## Projected Cash Flow

## Projected Sales

# Management Plan

## Organizational Structure

[who is in charge of each aspect of the business]

## Expense & Capital Requirements To Support The Organizational Structure

## The Facility, Equipment, & Supply Requirements

## Initial Personnel Requirements

# Appendix

## Patents

## Key Employee Resumes

## Legal Agreements