

**RENT A  
SMART  
GUY**  **COM**

<Business Name>

Opportunity  
Plan  
Template

# WHAT IS <YOUR BUSINESS NAME>?

- It's a \_\_\_\_\_ that specializes in \_\_\_\_\_ while delivering \_\_\_\_\_ to \_\_\_\_\_
- We are different than other \_\_\_\_\_ because we \_\_\_\_\_ and we \_\_\_\_\_.
- Our primary clients are \_\_\_\_\_ and \_\_\_\_\_ in the \_\_\_\_\_ area.
- In 5 years our goal is \_\_\_\_\_.
- Our customers regularly compliment us on our \_\_\_\_\_.

# MARKET SUMMARY

- What makes now a good time to start your business?
  - Review changes in market share, costs, pricing, or competition that provide the opportunity for your company's success. Use the contents of the second page to help flesh this out.

# OPPORTUNITIES

- What kinds of people need what you provide?
  - State consumer problems, and define nature of product/service opportunities created by those problems.

# BUSINESS CONCEPT

- Summarize key technology, concept or strategy on which your business is based

# COMPETITION

- Summarize competition
- Outline your company's competitive advantage

# KEY COMPETITORS

- In the area of our primary business the following are our key competition

Name	Specialty	Strength	Weakness

# GOALS & OBJECTIVES

- Five-year goals
  - State specific measurable objectives
  - State revenue goals. Use a formula like this (change the numbers to best guesses) \$100 in profit will require \$500 in sales - in order to make \$50,000/year in profit I need to make \$250,000/yr in sales.



# FINANCIAL PLAN

- High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
- How will you finance rapid growth if this takes off?

# MARKETING PLANS

High level plans for the following areas

- Social Marketing/Networking/Referrals
  - Online
  - Offline
- Traditional Marketing
  - Print
  - TV
  - Radio

# RESOURCE REQUIREMENTS

- Technology requirements
- Personnel requirements
- Resource requirements
  - Financial, distribution, licensing, etc.
- External requirements
  - Products/services/technology required to be purchased outside company

# RISKS & REWARDS

- Risks
  -
- Addressing risk
  -
- Rewards
  -

# KEY ISSUES

- Near term

–

- Long term

–