# o COM

<Business Name>

Opportunity
Plan
Template

# WHAT IS <YOURBUSINESSNAME>?

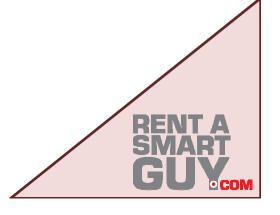
— It's a	that specializes in		
while delivering		_ to	
— We are different than other			because
we	and we _		·
<ul><li>Our primary clients are</li></ul>			and
in the			area.
<ul><li>In 5 years our go</li></ul>	al is		

Our customers regularly compliment us on our



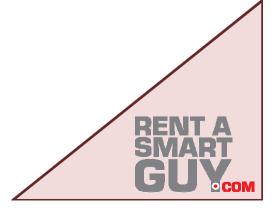
# **MARKET SUMMARY**

- 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.



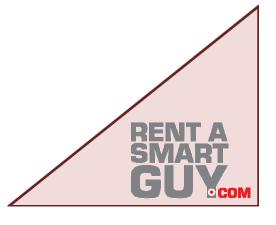
### **OPPORTUNITIES**

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



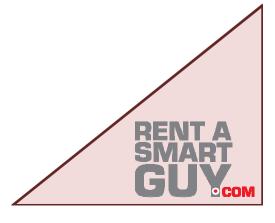
# **BUSINESS CONCEPT**

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



# **COMPETITION**

- Summarize competition
- Outline your company's competitive advantage



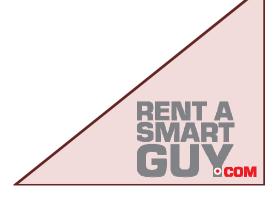
# **KEY COMPETITORS**

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

Name	Specialty	Strength	Weakness
			∪ GUN

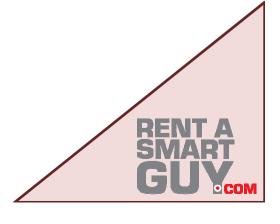
### GOALS & OBJECTIVES

- 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

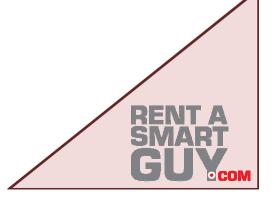
- High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
- How will you finance rapid growth if this takes off?



# MARKETING PLANS

### High level plans for the following areas

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



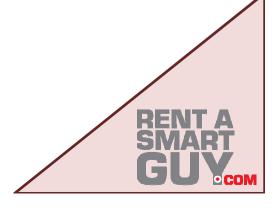
### RESOURCE REQUIREMENTS

- 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

\_\_\_

