



## WEATHERHOLT & ASSOCIATES LLC

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### BUSINESS PLAN OUTLINE – EQUITY FUNDING

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#### BUSINESS PLAN - EQUITY FUNDING – Price Starts @ \$5,000

#### **Meets Disclosure Requirements for Crowdfunding, Angel and Venture Capital Investors**

- Written “educational disclosure” document
- Complete market analysis, projections, and strategy
- Forward looking financial statements - 3 to 5 years
- PowerPoint presentation of the business plan

#### **Description:**

The equity funding business plan meets the disclosure requirements for Crowdfunding, Venture Capital, and other equity investors. All research is cited and tied to the market; analysis, projections, and strategy forming the basis for the projected financial statements to meet relevance, support, and disclosure requirements. The finished product is a custom document covering 30-50 pages available in both hard bound copies and electronic format. This plan includes a 10 slide PowerPoint presentation of the plan for investor meetings.

#### **Outline**

- **Title Page**
- **Confidentiality Agreement**
- **Table of Contents**

#### **1.0 Executive Summary**

- 1.1 Objectives
- 1.2 Vision Statement
- 1.3 Mission Statement

#### **2.0 Business Concept**

- 2.1 Business Summary
- 2.2 Status of Business
- 2.3 Business Structure

#### **3.0 Product/Service**

- 3.1 Product/Service Features
- 3.2 Customer Benefits
- 3.3 Stage of Development
- 3.4 Future Products/Services

#### **4.0 Market Analysis**

- 4.1 Market Description
- 4.2 Market Trends
- 4.3 Competition
- 4.4 Projections

#### **5.0 Marketing Strategy**

- 5.1 Communication Plan
- 5.2 Marketing Costs

#### **6.0 Management and Personnel**

- 6.1 Management Team



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- 6.2 Key Personnel
- 6.3 Supporting Professional Assistance

**7.0 Financial Analysis:**

- 7.1 Sources of Funds
- 7.2 Use of Funds
- 7.3 Pro Forma Financial Statements
- 7.4 Key Financial Assumptions
- 7.5 Measures of Performance
- 7.6 Historical Financial Reports (existing business)

**8.0 Benchmarks**

- 8.1 Critical Tasks
- 8.2 Timeline Chart

**Appendices**

- A. Pro Forma Income Statement 12 Months
- B. Pro Forma Statement of Cash Flow 12 Months
- C. Anything concerning the business