



**WEATHERHOLT & ASSOCIATES LLC**

CONSULTING + MEDIA + PUBLISHING

## **BUSINESS PLAN OUTLINE – DEBT FUNDING**

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How do you obtain additional funding to execute the startup or expand on your business? Securing “Debt Funding” i.e. a business loan requires clear written communication of your vision to a potential lender with or without an SBA guarantee. The written business plan written by a third party is the best way to communicate your vision while meeting disclosure requirements.

**BUSINESS PLAN - DEBT FUNDING**– Price starts @ \$4,000

**Meets Disclosure Requirements Lenders and Small Business Administration (SBA)**

- Written educational disclosure document
- Complete market analysis
- Forward looking financial statements - 3-years

**Description:**

The debt funding business plan meets the requirements of lenders including government backed loan programs. All research is cited and tied to the market analysis and financial statements for relevance, support, and disclosure. The finished product is a custom document covering 25-30 pages available in both hard bound copies and electronic format.

**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
- 2.0 Business Structure

**3.0 Market Analysis**

- 3.1 Market Description
- 3.2 Market Trends
- 3.3 Competition
- 3.4 Projections

**4.0 Management and Personnel**

- 4.1 Management Team
- 4.2 Key Personnel
- 4.3 Supporting Professional Assistance



**5.0 Financial Analysis:**

- 5.1 Sources of Funds
- 5.2 Use of Funds
- 5.3 Pro Forma Financial Statements
- 5.4 Key Financial Assumptions
- 5.5 Measures of Performance
- 5.6 Historical Financial Reports (existing business)

**6.0 Benchmarks**

- 6.1 Critical Tasks
- 6.2 Timeline Chart

**Appendices**

- A. Pro Forma Income Statement 12 Months – 1<sup>st</sup> Year
- B. Pro Forma Statement of Cash Flow 12 Months – 1<sup>st</sup> Year
- C. Anything concerning the business