

Note: The entire contents of a Dropbox or other file sharing service constitutes the business plan, which means this document doesn't have to be a full business plan. The goal of this document is to substantiate "The Ask". It is a companion to the pitch presentation that includes all of the financial information that isn't disclosed in the pitch document. The goal is a concise 5-page document that conveys what the business does, what the opportunity is, and how much funding the business needs for what. Bullet points are fine, and the text should be very quantitative. Typical Sections include the following:

Business Overview and Strategy

The Project

Describe the specific "project" that is going to be funded by this request. This could be a facility expansion, entry into new distribution, entry into new sales channels, new packaging, a new retail business, etc.

Current Market Opportunity and the Company's Solution

The Products

The Market Opportunity

Sales and Distribution Model

Competition

Manufacturing and Supply Chain

Financing Needs

Explain the specific project funding needs. Insert the Sources and Uses table from ProForma to document all of the sources capital in the project and their specific uses.

Milestones after Funding