



SBDC Network



How to Write A Business Plan To Obtain Financing: Your Road to Success



Introduction

SBDC Network

The Purpose of the Business Plan:

- The Blueprint for Your Vision
- Roadmap to Implement Your Vision
- Feasibility Test to Your Vision
- The Tool to Seek Funding (equity/debt)





The Title Page

SBDC Network

- Give it a Professional, Clean, Crisp Look
- Name of your Company “Business Plan”
- “Prepared by (your name & title)”
- Month and Year of Plan’s Issue
- Graphics is Optional; Keep it to a Minimum and Professional





Executive Summary

SBDC Network

- Identity & Purpose of Business
- Short History of Business
- Management Team's Experience & Success Factors
- Amount/Type of Financing Requested
- Amount Equity Already Invested
- Purpose of Financing & Collateral
- Business Goals & Market Potential





Table of Contents

SBDC Network

- I. The Business
- II. Products or Services Offered
- III. Market Analysis
- IV. Approach to Selling
- V. Management and Key Personnel
- VI. Financial Plan and Data
- VII. Appendices
- VIII. Summary/Conclusions





I. The Business

SBDC Network

- A. Nature of Business
- B. Current Location, Status, Legal Organization & Licenses of Business
- C. Short History of Business
- D. What's special about your business?
- E. Short and Long Term Goals





II. Products or Services Offered

- A. What Specific Products or Services Sold?
- B. Customers' Perceived Benefits
- C. How Compared to Your Competitors?

SBDC Network





III. Market Analysis

SBDC Network

- A. The Industry
- B. The Market/Customers
- C. Market Size and Trends
- D. Location of Your Business/Projects
- E. The Competition





IV. Approach to Selling

SBDC Network

- A. Overall Strategy and Approach
- B. Selling Tactics
- C. Revenues/Pricing Objectives
- D. Sales Terms and Conditions





VI. Management & Key Personnel

SBDC Network

- A. Management & Key Personnel
- B. Background, Nature & Scope of Experience
- C. Key Responsibilities for Each
- D. What Factors for Success?





VII. Financial Plan & Data

SBDC Network

- A. The Sources and Uses of Funds Statement
- B. Assumptions to Financial Projections
- C. Projected Income Statements
- D. Projected Cash Flows
- E. Projected Balance Sheets
- F. Historical Financial Statements





VIII. Appendices

SBDC Network

- Company Formation Legal Documents
- Owner Resumes
- Personal Financial Statements & 3 Years Tax Returns
- Owner Credit Reports & Credit Scores
- Three Years & Latest Interim Company Financials
- Aging of Accounts Receivable and Payables
- Copies of Leases, Significant Agreements & Contracts
- Any other documents relevant to the business





IX. Summary

SBDC Network

- **Financial Projections:** The **Soul** of the Business Plan
- **Market Analysis/Approach to Selling:** The **Heart** of the Business Plan
- **Management:** “No matter how good the numbers look, if its not the Right People, It Ain’t Gonna Happen.”





SBDC/PTAP
Maryland Network

X. Your Next Action Steps

SBDC Network

- Go to www.capital.sbdc.umd.edu & Click the “Training” & “Check Classes” Icons
- Register and Attend the SBDC Workshop, *“Writing a Winning Business Plan”* (Tuesday, December 8th, 5:30 -7:30 PM)
- Register and Attend the SBDC Workshop, *“How and Where to Get Financing”* (Tuesday, November 17th, 5:30-7:30 PM)





XI. Contact Information

SBDC Network

Maryland Small Business Development
Center – Capital Region

7100 Baltimore Ave., Suite 400

College Park, MD 20740

Phone: 301-403-0501 ext. 11

Fax: 301-403-0505

Email: training@mdsbdc.umd.edu

Web Site: www.capitalsbdc.umd.edu

