

# BUSINESS PLAN

DATE PREPARED

CONTACT

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## 1. SUMMARY

## 2. ORGANIZATION OVERVIEW

### 2.1 ORGANIZATION BACKGROUND

2.2 MANAGEMENT TEAM AND KEY PERSONNEL

The table below shows the organization's lead team members, and the function of each member.

TABLE: LEAD TEAM MEMBERS

TEAM MEMBER	FUNCTION

2.3 PROGRAM OFFERINGS

2.4 ORGANIZATION OBJECTIVES AND SUCCESS INDICATORS

TABLE: GOALS AND SUCCESS INDICATORS

KEY GOAL / OBJECTIVE	SUCCESS INDICATOR

3. MARKET AND INDUSTRY ANALYSIS

TABLE: TARGET MARKET SEGMENTS

SEGMENT 1		SEGMENT 2	
GENDER		GENDER	
AGE		AGE	
EDUCATION LEVEL		EDUCATION LEVEL	
INCOME LEVEL		INCOME LEVEL	
INTERESTS		INTERESTS	
BEHAVIORS		BEHAVIORS	

4. MARKETING PLAN

TABLE: MARKETING GOALS AND TIMELINE

MARKETING INITIATIVE	GOAL	DUE BY

## 5. OPERATIONS PLAN

### 5.1 SHORT-TERM PLAN

### 5.2 LONG-TERM PLAN



6. FINANCIAL PLAN

6.1 ASSUMPTIONS

6.2 FINANCING AND INVESTMENTS

TABLE: PLEDGES GRANTED

ORGANIZATION NAME	SPONSORSHIP / PLEDGE AMOUNT
TOTAL AMOUNT	

6.3 FUNDRAISING

TABLE: FUNDRAISING

EVENT TYPE	ANTICIPATED AMOUNT RAISED
TOTAL AMOUNT	

6.4 FUNDING

TABLE: FUNDING SOURCE AND USE OF FUNDS

SOURCES OF FUNDING	USE OF FUNDS

7. FINANCIAL STATEMENTS

7.1 PROJECTED EXPENSES

TABLE: PROJECTED EXPENSES

EXPENSE	QTY	COST	AMOUNT
<b>TOTAL</b>			

7.2 PROJECTED CASH FLOW STATEMENT

TABLE: PROJECTED CASH FLOW STATEMENT

<b>CATEGORY / TYPE</b>	<b>PERIOD 1</b>	<b>PERIOD 2</b>	<b>PERIOD 3</b>
OPERATING ACTIVITIES			
<b>TOTAL CASH FLOW FROM OPERATING ACTIVITIES</b>			
INVESTING ACTIVITIES			
<b>TOTAL CASH FLOW FROM INVESTING ACTIVITIES</b>			
FINANCING ACTIVITIES			
<b>TOTAL CASH FLOW FROM FINANCING ACTIVITIES</b>			
<b>TOTALS</b>			
<b>NET CASH FLOW</b>			
<b>STARTING CASH BALANCE</b>			
<b>ENDING CASH BALANCE</b>			

7.3 BALANCE SHEET

TABLE: BALANCE SHEET

CATEGORY / TYPE	PERIOD 1	PERIOD 2	PERIOD 3
ASSETS			
<b>TOTAL ASSETS</b>			
LIABILITIES			
<b>TOTAL LIABILITIES</b>			
EQUITY			
<b>TOTAL EQUITY</b>			
<b>TOTAL ASSETS</b>			
<b>TOTAL LIABILITIES AND EQUITY</b>			

8. APPENDIX

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