



Answer the questions in 1 to 2 concise sentences.

1) What will you sell and what need does it meet?

2) What is your competition? How is your product/service unique in the marketplace?

3) How will you make money, i.e., generate more sales than expenses you create?

4) How will you market your business to target your potential customers?

5) Who else do you need to run your business?

6) How much money do you need to get started? How much do you have?

Disclaimer: This business plan is not sufficient for traditional funding requirements.