



downing enterprise

Sample Business Plan Framework

1. CONTACT DETAILS

Company Name	
Contact Name	
Telephone Number	
Facsimile Number	
E-mail Address	
Web Site Address	

2. COMPANY DETAILS

2.1 Business Idea – what is the concept?

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2.2 Management Team – who will make it happen?

Name	Role and Responsibility	Background Experience

2.3 Products and Services – what are the products or services you are offering? What will you charge?

2.4 Marketing Strategy – what media will you use? How much do you plan to spend on marketing?

2.5 Competition – who else is doing what you are doing? How much are they charging for their products and services? How do you distinguish yourself from them?

2.6 Key Partners – what partnerships, affiliations or customer relationships are in place? What is the nature of these relationships?

2.7 Risk Factors – why might your company not succeed?

2.8 Technological Requirements – what software, hardware, bandwidth, etc. do you need to make it happen?

2.9 Is a full business plan with at least three-year financial projections available?

3. FINANCIALS

3.1 Capital requirements - how much money are you looking for? How much equity are you offering for this?

Amount:

Equity:

3.2 Income – how will you generate income and from what sources?

3.2.1 Total Income

0–12 months	£
12-24 months	£
24-36 months	£

3.2.2 Breakdown of Income – please describe the income you expect according to 2.3 above.

Income	Description					Amount
	Product	Service	Units	Customers	Other	£
0-12 months						
12-24 months						
24-36 months						

3.3 Expenditure - how will you spend your money and on what?

3.2.1 Total Expenditure

0–12 months	£
12-24 months	£
24-36 months	£

3.2.2 Breakdown of Expenditures

Expenditure	Description					Amount
Staffing	Management	Sales & Marketing	Research & Development	Technical	Other	£
0-12 months						
12-24 months						
24-36 months						
IT	Please list major IT purchases:					£
0-12 months						
12-24 months						
24-36 months						
Office Equipment	Please list major purchases:					£
0-12 months						
12-24 months						
24-36 months						
Other						£
0-12 months						
12-24 months						
24-36 months						

3.3 Has capital already been invested into the company? If so, what is the source? What is the equity structure?

Amount:

Source:

Equity:

3.5 Exit strategy - how do you plan to exit and in what time frame?

