

MS-SBDC Pre-Business Plan Homework

Complete this initial outline, after completing the Business 101 Workshop Series. Email the completed business plan homework to your business counselor, in order to schedule a confidential business counseling session.

Client Name (First, Last)

Company Name: (Or Tentative Company Name, if applicable)

Business Location: (City, State)

Check all that apply

Home Based; Rent Space; Buy/Own Commercial Space; Online Business

Business Concept: How would you describe the business to a potential investor, team member, or customer if you had only a short elevator ride to share together?

MS-SBDC Pre-Business Plan Homework

Products/Services: Provide a brief description of the product(s) and/or service(s) offered to the customer.

Why do your customers want your products and/or services?

How is your company different from your competitors?

List 3 competitors. (Business Name, Location, Website URL)

Target Market

Describe your ideal customer.

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What other startup expenses do you expect? (Include the cost)

Fixed Assets	Amount
Real Estate-Land	
Real Estate-Buildings	
Leasehold Improvements	
Equipment	
Furniture and Fixtures	
Vehicles	
Other	
Operating Capital	Amount
Insurance	
Inventory	
Legal and Accounting Fees	
Rent Deposits	
Supplies	
Advertising and Promotions	
Licenses	
Other Initial Start-Up Costs	
Working Capital (Cash On Hand)	

How much money are you willing to put into your business? (NOTE: Most lenders require 10% - 20% from the business owner.)

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Homework
Confidential

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