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| *Used in Conjunction with* [*Conceptualize-Capitalize-Complete*](https://ProsperSystems.biz/CCCC.htm#CCCC).  Also see companion [*Business Plan Outline*](http://businessplanoutline.prospersystems.biz/)   |  | | --- | | ***For Complimentary Overview Analysis/Review***[*(FreeOverviewReview.biz)*](http://freeoverviewreview.biz)***:*** ***focus on the Content using the Format if needed*** |     *“Refresh” / “Reload” for latest version each visit*  *Updated 9/2/2023 by KHJ*  [*Download Word Document*](https://ProsperSystems.biz/BusinessOverviewFormat2P.docx) *or*  *Copy/paste into your word processor*  *Latest at* [*mission-market-****MGT****-Money.ProsperSystems.biz*](https://ProsperSystems.biz/BusinessOverviewFormat2P.htm) *[Suggested](https://ProsperSystems.biz/BusinessOverviewFormat2P.htm)* [Two-Page Business Overview Format - Prosper Systems, LLC](https://ProsperSystems.biz/BusinessOverviewFormat2P.htm) Using the mm**M**M™ system – **m**ission, **m**arket, **M**ANAGEMENT and **M**oney™  Valuable for opening conversations with debt/equity funders, partner, employees and suppliers    *Complete/Edit the italics and images*   **~~~~~ PAGE 1 ~~~~~**   **Overview – Company Name**    **Mission**:  *Paragraph or two that you are solving a* m*arket problem with your unique, valuable solution, plus minimum investment\*\* and investment goal.\*\*  Add a specific Product or Project once vetted.*    **Market**:  *Paragraph or two on the market:  demographics or characteristics, total value, how much realistically planning to penetrate, and by when. Highly-credible research link.*    **Management Team** (*personally-named webpages & pictures add credibility; alternating pictures allow maximum room for the “exceptional background” words - include CxO-quality and industry-expert Advisors*):    ***Name****,* position*, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*    ***Name****,* position*, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*    ***Name****,* position*, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*    ***Name****, position, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*  Add list of CxO-quality, industry-expert **Advisors** and well-tested **Professionals**, without pictures.  **CONFIDENTIAL.  Not a sale or offering of securities.**  **~~~~~ PAGE 2 ~~~~~**    **Money** (**Pro Forma**) This can be conceptual until a specific Product or Project is vetted. "Parameterize" so that key figures are defined in a legend, then referenced throughout, making it and accurate to change Products or Projects in subsequent or specific Pro Forma. CFO or CPA to decide format and content - [*Email for Template*](mailto:MoneyTemplate@ProsperSystems.biz?subject=Request%20-%20mmMM%20format%20-%20Money%20Template) - see [*Finance Options*](https://FinanceOptions.biz))    **Year 1        Year 2        Year 3        Year 4        Year 5**    **Income**  *Investment(s)\*\*                1st round    2nd round         …*  *Business Income*  *Loan(s)\**    **Total Income**    **Development Costs**  *Engineering*  *IT*  *Equipment*  *Testing*  *etc*  **Note**: Reasonable **Development Costs** and **Expenses**                                           tell much about your understanding of your business  **Expenses**  *Real Estate*  *Office*  *Salaries*  *Overhead*  *Travel*  *Shipping*  *Debt Service\**  *etc*    ***Total Costs***    **PROFIT**    ***Investor Payouts*** *(some within first year is best)\*\**    ***Investor Annual*** [*ROI*](https://www.investopedia.com/terms/r/returnoninvestment.asp) *(sum of payouts / sum of investments - at least 5x by 5th year)\*\**    ***Investor Annual*** [*IRR*](https://www.investopedia.com/terms/i/irr.asp) *(at least 25% by 5th year)\*\**    **CONFIDENTIAL.  Not a sale or offering of securities.**    ***~~~~~ END OF FORMAT ~~~~~***  *Change all the above to NON-ITALICS*  ***\** For Income Properties - single- or multiple-unit - Investments, Loans and Debt Service are often moved to between Total Costs and Profit, just after a new, Net Operating Income line.**  ***\*\** Investors may include Founders and Officers.DO NOT INCLUDE offering *numbers in a general-distribution or online Overview, or it may become an illegal public securities offering – the investment need will be obvious for years with negative PROFITS. Check with your legal team for country and jurisdiction specifics.***    ***An online example is the first two content pages of*** [*PreciousMetalsPanAm.com*](https://pskhj.com/PreciousMetalsPanAm//)    ***Also see companion*** [*Business Plan Outline*](http://businessplanoutline.prospersystems.biz/)***.***    *~~~~~~~~~~~*  ***[PROSPER SYSTEMS, LLC](https://ProsperSystems.biz" \t "_blank) (.biz)****•*[*Kenton H Johnson (.com)*](https://KentonHJohnson.com)*, Founding Member  •*[***INTRODUCTION***](http://introduction.pskhj.com)[*Resume*](http://Resume.ProsperSystems.biz)*•*[*Brief*](http://Brief.ProsperSystems.biz)*(For Referring and Participating)  •*[*Group*](http://Group.ProsperSystems.biz)*(Join)  •*[*Blog*](http://Blog.ProsperSystems.biz)*(Follow by eMail)* [*Development & Finance & Funding*](http://CCCC.ProsperSystems.biz)*•*[*Sales*](http://Sales.ProsperSystems.biz)*•*[*Project Services*](http://ProjectServices.ProsperSystems.biz)*•*[*Referrals Request*](http://MoreResources.ProsperSystems.biz)*(to 20%)* [*LinkedIn*](http://LinkedIn.KentonHJohnson.com)*•*[*LinkedIn Company Page*](http://LinkedIn.ProsperSystems.biz)*•*[*Twitter*](http://Twitter.Prospersystems.biz)*•*[*Course - Rocket Your Startup 2.0™*](mailto:Course@ProsperSystems.biz?subject=%20%20%20***%20Rocket%20Your%20Ready-to-Launch%20Startup%20Course%20Inquiry%20***)*•*[***FINANCE OPTIONS***](https://financeoptions.biz/)  [***Schedule a Call or Mtg***](http://scheduleacall.biz)*(9am - 7pm USA Mtn Time, by Video/Audio Conference, Phone or In Person)*  ***NOTE:  We do***[***ANALYSIS***](https://ProsperSystems.biz/Analysis.htm)***of PROPERTIES, BUSINESSES and STARTUPS***  *Copyright © 2014-2023, Prosper Systems, LLC, Denver CO USA.  All Rights Reserved. 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