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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/)

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| ***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** Project-Landscape**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*): picture***Name****,* position*, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*picture***Name****,* position*, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*picture***Name****,* position*, exceptional background, university if top level and relevant (include relevant BusinessWebsite, 10-25 words), PersonallyNamedWebPage*picture***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* - 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™**•*[***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. Updated 9/2/2023 KHJ.* |

![](data:None;base64...)