*Used in Conjunction with* [*Conceptualization-Capitalization-Completion Phase I – Preparation*](http://prospersystems.biz/CCCC.htm#Conceptualization)

*“Refresh” / “Reload” for latest version each visit*

*Updated 12/10/2021 by KHJ*

[*Click for Word Document*](http://prospersystems.biz/BusinessPlanOutline.docx) *or*

*Copy/paste into your word processor*

*Latest at* [BusinessPlanOutline.ProsperSystems.biz](http://businessplanoutline.prospersystems.biz/)

**Business Plan Outline**

*Courtesy of Prosper Systems LLC, Denver CO USA*

**Title Page**

Include one-paragraph Exec Summary, including looking for financial partners\*\*

**Table of Contents**

**Executive Summary**

A summary of the remaining sections, mainly*mm****M****M™ system –* ***m****ission,* ***m****arket,* ***M****ANAGEMENT and* ***M****oney™* in 2-4 pages\*

Duplicate then condense to bullet points in a 10-20-30 PDF “pitch deck” – 10 slides, for 20 minutes using 30-point type. Put your Management Team on Slides 2 or 3 versus near the back – people and financiers rely on the Team as much as the product/service and plan.

**Overview/Purpose**

**Management Team**

One-Page Resumes, with pictures and (the very important) [online profiles](http://linkedin.kentonhjohnson.com/)

**Board of Directors**

Half-Page Resumes, with pictures and [online profiles](http://kentonjohnson.com/)

**Advisors**

Half-Page Resumes, with pictures and [online profiles](http://kentonjohnson.com/)

**Opportunity/Market**

**Business**

Bigger overview

Goals

*First*

Objectives with Strategies to achieve each

**Technology**

**History/Background**

**Competition**

Who and What

**Development**

IP

Design

Manufacturers

Government Permits

Community Relations

Test Facility

**Operations Plan**

Launch

Marketing

Sales

Add-on capabilities

Growth plan

**SWOT Analysis**

Strengths

Weaknesses

Opportunities

Threats

**Additional Resources**

**Use of Funds**

**Financials\*\***

Overview

Spreadsheet(s)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\* See* [*BusinessOverviewFormat2p.ProsperSystems.biz*](http://businessoverviewformat2p.prospersystems.biz/) *for 2-page Overview Format.*

***\*\* DO NOT INCLUDE investments, loans if needed for initial startup, investment structuring, investor payouts or ROI in a general-distribution or online business plan, or it may become an illegal public securities offering. Check with your legal team for country and state specifics.***

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