

Business Plan

Executive Summary

John Doe Widgets, (hereinafter "Business") is intended to be formed as a LLC located at 12345 Cherry Lane, Anytown, Idaho, 11211, poised for rapid growth in the widget making industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new items which make the lives of customers easier., which has the potential to dominate the market.

Business Description

The Business is to be organized as a LLC, promoted by John Doe. John Doe has been an inventor all his life. In the past, he's sold widgets to Acme Co. and Apogee Inc., but has struck out on his own with his newest venture...

New Product

The Business has developed a widgets which has the following specifications and advantages over similar products in the industry:

- faster than any pre-existing widget
- cheaper than any widget on the market
- can jump other widgets in a single bound

The Business has a window of opportunity to introduce its products and gain a significant piece of the market share.

Funding Request

The total funding request is for a \$5,000.00 loan for a 1 year period. The funding proceeds will be used as follows:

\$2,500.00 for marketing

This amount is earmarked for effectively marketing the products as described below in the Marketing Summary section of the Business Plan.

\$1,500.00 for Staffing

This portion of funding is intended for hiring employees to produce the products and assist marketing and sales efforts.

\$1,000.00 for Product Development

To finalize widget version 2.0

The Business is looking for long-term debt funding. Financial projections forecast a break-even point in less than 8 months after product introduction. Conservative estimates show at least a 150 return on the investment by the end of the financing period.

Business Summary

The business is a start-up business, providing clients with widgets, items which make the lives of