

BUSINESS PLAN

DATE PREPARED

CONTACT

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1. SUMMARY

2. ORGANIZATION OVERVIEW

2.1 ORGANIZATION BACKGROUND

2.2 MANAGEMENT TEAM AND KEY PERSONNEL

The table below shows the organization's lead team members, and the function of each member.

TABLE: LEAD TEAM MEMBERS

TEAM MEMBER	FUNCTION

2.3 PROGRAM OFFERINGS

2.4 ORGANIZATION OBJECTIVES AND SUCCESS INDICATORS

TABLE: GOALS AND SUCCESS INDICATORS

KEY GOAL / OBJECTIVE	SUCCESS INDICATOR

3. MARKET AND INDUSTRY ANALYSIS

TABLE: TARGET MARKET SEGMENTS

SEGMENT 1		SEGMENT 2	
GENDER		GENDER	
AGE		AGE	
EDUCATION LEVEL		EDUCATION LEVEL	
INCOME LEVEL		INCOME LEVEL	
INTERESTS		INTERESTS	
BEHAVIORS		BEHAVIORS	

4. MARKETING PLAN

TABLE: MARKETING GOALS AND TIMELINE

MARKETING INITIATIVE	GOAL	DUE BY

5. OPERATIONS PLAN

5.1 SHORT-TERM PLAN

5.2 LONG-TERM PLAN

6. FINANCIAL PLAN

6.1 ASSUMPTIONS

6.2 FINANCING AND INVESTMENTS

TABLE: PLEDGES GRANTED

ORGANIZATION NAME	SPONSORSHIP / PLEDGE AMOUNT
TOTAL AMOUNT	

6.3 FUNDRAISING

TABLE: FUNDRAISING

EVENT TYPE	ANTICIPATED AMOUNT RAISED
TOTAL AMOUNT	

6.4 FUNDING

TABLE: FUNDING SOURCE AND USE OF FUNDS

SOURCES OF FUNDING	USE OF FUNDS

7.2 PROJECTED CASH FLOW STATEMENT

TABLE: PROJECTED CASH FLOW STATEMENT

CATEGORY / TYPE	PERIOD 1	PERIOD 2	PERIOD 3
OPERATING ACTIVITIES			
TOTAL CASH FLOW FROM OPERATING ACTIVITIES			
INVESTING ACTIVITIES			
TOTAL CASH FLOW FROM INVESTING ACTIVITIES			
FINANCING ACTIVITIES			
TOTAL CASH FLOW FROM FINANCING ACTIVITIES			
TOTALS			
NET CASH FLOW			
STARTING CASH BALANCE			
ENDING CASH BALANCE			

7.3 BALANCE SHEET

TABLE: BALANCE SHEET

CATEGORY / TYPE	PERIOD 1	PERIOD 2	PERIOD 3
ASSETS			
TOTAL ASSETS			
LIABILITIES			
TOTAL LIABILITIES			
EQUITY			
TOTAL EQUITY			
TOTAL ASSETS			
TOTAL LIABILITIES AND EQUITY			

8. APPENDIX

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