



Business Plan Outline for Financing Application

ACEnet Ventures, Inc.

1. Executive Summary – A one page summary of your business name, contact person, address, phone number and e-mail address; plus several paragraphs highlighting the most important points of your business, including

- defining your business purpose
- providing a summary of your company's history and current status
- stating overall corporate strategy and objectives

2. The Products or Services – What are you selling and what are the important features and benefits of your product or service? What is unique about your business? Talk about your pricing strategy. How does your product and its pricing fit in your market and with your competition? Give some background on the nature of your industry.

3. Market and Marketing Strategy – Describe your target customers, how large your market is and whether your market is growing. What are your marketing strategies (i.e., how are you going to reach your market, get them to know about you and purchase from you)? Identify your competition and their advantages and disadvantages. Do you already have any contracts or purchase orders?

4. Management Capacity – Give a brief background of the key individuals. Include resume-type items like education, technical and business background, and history of working in this industry.

5. Legal Status and Financial Summary – How is your business legally organized (sole proprietor, partnership, corporation, etc)? If this is an existing business, provide income statement and balance sheets for the last three years. If existing or new, provide projections for sales, income and expenses for the next 1 to 3 years.

6. Define Financing Needs – How much financing do you need to get started and/or operate and/or expand? What exactly will the funds be used for and how will they impact your business?