

Funds For Projects Inc.
Sample Business Plan Overview

1. **Company Name:** Company XY
2. **First Name:** John
3. **Last Name:** Smith
4. **Address:** 123 Any Street Ave
5. **City:** Any Town
6. **State:** FL
7. **Country:** USA
8. **ZIP/Postal Code:** 55555
9. **Day Phone:** (555) 555-1212
10. **Cell Phone:** (555) 455-1212
11. **Email Address:** John@companyxy.com
12. **Website:** www.companyxy.com
13. **Legal Identity:** Corporation
14. **Industry:** Service (Business)
15. **Short description of the Business Opportunity:**

Company XY is positioned as one of three leading companies in the service industry. Company XY is looking to expand its services in 3 additional States. The owner of the company XY can provide proof of stabilized cash flow and is willing to give the investor(s) an equity stake of up to 40 % of the company.

16. **Key Product/Service Strengths or Advantages:** Competitive pricing with a lean organization. One stop shop for varied high quality services.

17. **Type of Funding:** Equity

18. **How much money is being requested in US Dollars:** \$250,000 to \$500,000

19. **How will the money be invested:** The money will be invested to expand the online platform (\$200K) as well as to hire 3 new sales people, one in each state.

20. **Business Stage:** Operational (Growth Phase)

21. **What are the capital exit strategies:** Buyout

22. **Highlights of the Marketing Strategy:** The strategy is based on TV Commercials to be played during main sporting events

23. **Main Risks:** Heavy reliance on key personnel. Big company slashing prices and expanding its operations to our targeted market

24. **Main Competitors (if any):** Two other companies are in the service industry. One has national exposure while the second is concentrated only in the western states.

25. **Expected ROI and investment periods:** Based on the last 2 years results, expected ROI will be at least 35% and after 3 years, the company will be well positioned for a competitor's acquisition.

26. **Do you have a full Business Plan available?** Yes

27. **Additional Comments that you would like the investors to know:** The company's next milestones are as follows: Expand website services to include 5 more services and consolidate as main company for service.