## **BUSINESS PLAN EXECUTIVE SUMMARY**

| INTRODUCTION                         |  |
|--------------------------------------|--|
| MISSION                              |  |
| VISION                               |  |
| COMPANY<br>STRUCTURE                 |  |
| RELEVANT<br>HISTORY                  |  |
| PRODUCTS AND SERVICES                |  |
| DESCRIPTION OF GOODS                 |  |
| PROPOSITION<br>UNIQUENESS            |  |
| INTELLECTUAL<br>PROPERTY<br>POSITION |  |
| COMPETITIVE<br>ADVANTAGE             |  |
| DEVELOPMENT<br>STATUS                |  |
| MARKET ANALYSIS                      |  |
| MARKET<br>OPPORTUNITY                |  |
| TARGET MARKET                        |  |
| GEOGRAPHICAL<br>MARKET               |  |
| COMPETITORS                          |  |
| FINANCIALS                           |  |
| BUDGET                               |  |
| POTENTIAL PRICE                      |  |
| PROFIT MARGINS                       |  |
| CONCLUSIONS                          |  |
| COMPANY<br>CONTACT INFO              |  |

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