

Brian's Fill-In-The-Blanks Business Plan

or "Prove You Have Thought Things Through" in as few words as possible

What is the Product?					
Who is the Customer?					
	End User				
	Reseller				
	Distributor				
	Support				
How much will they pay?					
	Up Front				
	Monthly				
	Per Use				
What is the Market?					
	How Many Customers?				
	Where are they?				
	How do you sell to them?				
Who is the Competition?					
	Are they Successful?				
	How much have they spent?				
	How are we different?				
Who are we?					
	Management				
	Staff				
Funding					
	How Much?				
	When?				
	What For?				
Budget					
	Income per Month				
	Expense per Month				
	Capital Expenditures				
	Other Available Resources				
Resource Requirements and Goals					
		Personnel	Budget	Other Resources	Goal
	Product Development				
	Manufacturing				
	Distribution				
	Sales & Marketing				
	Support				