

DIABETES THERAPY Co. BUSINESS PLAN OUTLINE

1.0 EXECUTIVE SUMMARY (1 PAGE)

2.0 COMPANY OVERVIEW

2.1 MISSION STATEMENT

2.2 THE BUSINESS OPPORTUNITY

2.2.1 COMPANY DESCRIPTION

2.2.2 INDUSTRY BACKGROUND

2.3 CAPITAL REQUIREMENTS

2.4 BUSINESS MODEL & GROWTH STRATEGY

3.0 THE PRODUCTS

3.1 PRODUCT DESCRIPTION

3.2 FTC & FDA CLINICAL TRIAL PROCESS

3.3 FUTURE PRODUCTS

3.4 INTELLECTUAL PROPERTY

3.5 PRICING STRATEGY

4.0 THE MARKET

4.1 U.S. DIABETES MANAGEMENT MARKET ANALYSIS

4.1.1 FIGURES

4.1.2 TRENDS

4.1.3 INDUSTRY ANALYSIS

4.2 GLOBAL DIABETES MANAGEMENT MARKET INFO & FIGURES

4.3 U.S. & GLOBAL DIABETES INCIDENCE FIGURES

4.4 TARGET MARKET ANALYSIS

4.5 PROFILE OF DIRECT COMPETITORS

4.6 COMPETITIVE ANALYSIS

5.0 MARKETING PLAN

5.1 MARKETING OVERVIEW & STRATEGY

5.2 BRANDING STRATEGY

5.3 INSURANCE SALES

5.4 B2B SALES

5.5 INDUSTRY TRADE SHOWS & EVENTS

5.6 INTERNET MARKETING

5.7 AFFILIATE MARKETING

5.8 PRINT ADVERTISING

5.8 PUBLIC RELATIONS

6.0 OPERATIONAL PLAN

6.1 OPERATIONAL OVERVIEW

6.1.1. HOURS OF OPERATION

6.1.2. LEGAL STRUCTURE

6.1.3. OPERATIONAL GROWTH PLAN

6.2 RESEARCH & DEVELOPMENT

6.3 EQUIPMENT

6.4 SUPPLIES

6.5 BILLING & SALES

6.6 LEGAL & INSURANCE

6.7 ACCOUNTING

6.8 PRODUCT MANUFACTURING

7.0 MANAGEMENT & STAFF

7.1 EXECUTIVE MANAGEMENT

7.2 STAFF

8.0 FINANCING & GROWTH STRATEGY

8.1 CAPITAL REQUIREMENTS

8.2 FINANCING STRATEGY

8.3 RISK ANALYSIS

8.4 EXIT STRATEGY

9.0 FINANCIAL PLAN

9.1. REVENUE ASSUMPTIONS

9.1.1. PRICING ASSUMPTIONS

9.1.2. SALES & GROWTH ASSUMPTIONS

9.1.3. REVENUE PROJECTIONS

9.1.4. COST OF SALES ASSUMPTIONS

9.2. EXPENSE ASSUMPTIONS

9.2.1 G&A EXPENSES

9.2.2 MARKETING EXPENSES

9.2.3 STAFF HEADCOUNT & SALARIES

9.3. PRO-FORMA FINANCIAL SUMMARIES

9.3.1 YEAR 1-5 INCOME STATEMENT (ANNUAL) PROJECTIONS

9.3.2 YEAR 1-5 CASH FLOW STATEMENT (ANNUAL) PROJECTIONS

9.3.3 YEAR 1-5 BALANCE SHEET (ANNUAL) PROJECTIONS

9.4. EXCEL PRO-FORMA FINANCIAL STATEMENTS

9.4.1. YEAR 1-5 MONTHLY REVENUE MODEL

9.4.2. YEAR 1-5 MONTHLY OPERATING EXPENSE MODEL

9.4.3. YEAR 1-5 MONTHLY CAPITAL BUDGET

9.4.4. YEAR 1-5 INCOME STATEMENT (YR 1 MONTHLY; YR 2-5 QTLY)

9.4.5 YEAR 1-5 CASH FLOW STATEMENT (YR 1 MNTLY; YR 2-5 QTLY)

9.4.6. YEAR 1-5 BALANCE SHEET (YR 1 MONTHLY; YR 2-5 QTLY)