

XYZ SOCIAL NETWORK 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 REVENUE MODEL

2.5 GROWTH STRATEGY

3.0 THE WEBSITE

3.1 WEBSITE DESCRIPTION & FEATURES

3.2 PRICING STRATEGY

4.0 THE MARKET

4.1 U.S. ONLINE SOCIAL NETWORK MARKET ANALYSIS

4.2.1 FIGURES

4.2.2 TRENDS

4.2.3 INDUSTRY ANALYSIS

4.2 U.S. XYZ MARKET INFO & FIGURES

4.3 TARGET CONSUMER PROFILE

4.4 U.S. DEMOGRAPHIC STATS

4.5 PROFILE OF DIRECT COMPETITORS

4.4 COMPETITIVE ANALYSIS & STRATEGY

5.0 MARKETING PLAN

5.1 MARKETING OVERVIEW & STRATEGY

5.2 BRANDING STRATEGY

5.3 INTERNET MARKETING

5.4 AFFILIATE MARKETING

5.5 E-MAIL MARKETING

5.6 PUBLIC RELATIONS

5.7 WRAP ADVERTISING

5.8 INDUSTRY TRADE SHOWS & EVENTS

5.9 RADIO ADVERTISING (UPON GROWTH)

5.10 TELEVISION ADVERTISING (UPON GROWTH)

6.0 MANAGEMENT & STAFF

6.1 EXECUTIVE MANAGEMENT

6.2 STAFF

7.0 OPERATIONAL PLAN

7.1 OPERATIONAL OVERVIEW

7.1.1 HOURS OF OPERATION

7.1.2 LEGAL STRUCTURE

7.1.3 OPERATIONAL GROWTH STRATEGY

7.2 COMPUTER HARDWARE & SOFTWARE

7.3 SUPPLIES

7.4 CUSTOMER SERVICE

7.5 WEB DEVELOPMENT

8.0 FINANCING STRATEGY

8.1 CAPITAL REQUIREMENTS

8.2 FINANCING STRATEGY

8.3 RISK ANALYSIS

8.4 EXIT STRATEGY

9.0 FINANCIAL PLAN

9.1. REVENUE MODEL

9.1.1 PRICING, GROWTH, & SALES ASSUMPTIONS

9.1.2 YEAR 1-5 REVENUE (ANNUAL) PROJECTIONS

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)