XYZ THERAPEUTIC CO. BUSINESS PLAN OUTLINE

1. EXECUTIVE SUMMARY (1 PAGE)

2. COMPANY OVERVIEW

- 2.1. MISSION STATEMENT
- 2.2. COMPANY DESCRIPTION
- 2.3. GROWTH STRATEGY

3. THE PRODUCTS

3.1. PRODUCT LINE OVERVIEW &

STRATEGY

- 3.2. THE PRODUCTS
- 3.3. TECHNOLOGY DESCRIPTION
- **3.4. CASE STUDY RESULTS**
- 3.5. TECHNOLOGY BACKGROUND
- 3.6. INTELLECTUAL PROPERTY
- 3.7. PRICING

4. THE MARKET

- 4.1. TARGET MARKET ANALYSIS
- **4.2. GLOBAL XYZ THERAPEUTICS MARKET ANALYSIS**
 - 4.2.1. FIGURES & TRENDS
 - 4.2.2. INDUSTRY ANALYSIS
 - 4.2.3. NORTH AMERICA MARKET

SEGMENT

- 4.3. Profile of Direct Competitors
- 4.4. COMPETITIVE ANALYSIS

5. MARKETING PLAN

- **5.1. Marketing Overview & Strategy**
- **5.2. Branding Strategy**
- **5.3. SALES**
- **5.4. INTERNET MARKETING**
- 5.5. PRINT ADVERTISING
- **5.6. INDUSTRY TRADE SHOWS & EVENTS**
- **5.7. Public Relations**

6. OPERATIONAL PLAN

- **6.1. HOURS OF OPERATION**
- **6.2. LEGAL STRUCTURE**
- 6.3. PRODUCT MANUFACTURING
- **6.4. INVENTORY CONTROL**
- 6.5. COMPUTER HARDWARE & SOFTWARE
- 6.6. LEGAL & INSURANCE
- 6.7. ACCOUNTING
- **6.8. LICENSE & PERMITS**

7. THE MANAGEMENT

7.1. EXECUTIVE MANAGEMENT

8. FINANCING STRATEGY

- **8.1. CAPITAL REQUIREMENTS**
- 8.2. RISK ANALYSIS
- 8.3. EXIT STRATEGY

9. FINANCIAL PLAN

- 9.1. REVENUE MODEL
 - 9.1.1. SALES ASSUMPTIONS
 - **9.1.2. Y1-5 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. Y1-5 (ANNUAL) INCOME

STATEMENT PROJECTIONS

9.3.2. Y1-5 (ANNUAL) CASH FLOW

STATEMENT PROJECTIONS

9.3.3. Y1-5 (ANNUAL) BALANCE SHEET



9.4. EXCEL PRO-FORMA FINANCIAL STATEMENTS

9.4.1. Y1-5 Monthly Sales

FORECAST

9.4.2. Y1-5 MONTHLY OPERATING

EXPENSE MODEL

9.4.3. Y1-5 MONTHLY CAPITAL

BUDGET

9.4.4. Y1-5 INCOME STATEMENT (Y1

MONTHLY; Y2-5 QTLY)

9.4.5. Y1-5 CASH FLOW STATEMENT

(Y1 MONTHLY; Y2-5 QTLY)

9.4.6. Y1-5 BALANCE SHEET (Y1

MONTHLY; Y2-5 QTLY)

9.4.7. VALUATION MODEL

