# APP 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 APPS

- 3.1. DESCRIPTION
- 3.2. FEATURES
- 3.3. PRICING

#### 4. THE MARKET

- 4.1. TARGET MARKET ANALYSIS
  - **4.1.1. S**CHOOLS
  - **4.1.2. TEACHERS**
  - 4.1.3. Universities & Colleges
  - **4.1.4. TUTORING COMPANIES**
  - 4.1.5. HOME SCHOOLING
- 4.2. U.S. & GLOBAL EDUCATION APP

#### MARKET ANALYSIS

4.3. U.S. PRIMARY & SECONDARY SCHOOL

# **SPENDING STATS**

- **4.4. Profile of Direct Competitors**
- 4.5. COMPETITIVE ANALYSIS

#### 5. MARKETING PLAN

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

#### 6. OPERATIONAL PLAN

- **6.1. HOURS OF OPERATION**
- **6.2. LEGAL STRUCTURE**
- **6.3. EQUIPMENT & SUPPLIES**
- **6.4. COMPUTER HARDWARE & SOFTWARE**
- 6.5. LEGAL & INSURANCE
- 6.6. ACCOUNTING
- **6.7. LICENSES & PERMITS**
- 6.7. CLEANING & MAINTENANCE
- 6.8. PARKING

# 7. MANAGEMENT & STAFF

- 7.1. EXECUTIVE MANAGEMENT
- **7.2. STAFF**

#### 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

