

# **XYZ MOBILE APP BUSINESS PLAN OUTLINE**

## **1. EXECUTIVE SUMMARY (1 PAGE)**

## **2. 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. GROWTH STRATEGY**

## **3. THE APPLICATION**

- 3.1. APPLICATION DESCRIPTION & FEATURES**
- 3.2. APPLICATION DEVELOPMENT**
- 3.3. PRICING STRATEGY**

## **4. THE MARKET**

- 4.1. TARGET CONSUMER PROFILE**
- 4.2. U.S. DEMOGRAPHIC STATS**
- 4.3. U.S. SMARTPHONE APP MARKET ANALYSIS**
  - 4.3.1. FIGURES**
  - 4.3.2. TRENDS**
  - 4.3.3. INDUSTRY ANALYSIS**
- 4.4. PROFILE OF DIRECT COMPETITORS**
- 4.5. COMPETITIVE ANALYSIS & STRATEGY**

## **5. MARKETING PLAN**

- 5.1. MARKETING OVERVIEW & STRATEGY**
- 5.2. BRANDING STRATEGY**
- 5.3. INTERNET MARKETING**
- 5.4. PRINT ADVERTISING**
- 5.5. RADIO & TV ADVERTISING**
- 5.6. PUBLIC RELATIONS**
- 5.7. PROMOTIONS**

## 6. 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. INVENTORY MANAGEMENT**
- 6.3. COMPUTER HARDWARE & SOFTWARE**
- 6.4. LEGAL & INSURANCE**
- 6.5. ACCOUNTING**

## 7. MANAGEMENT & STAFF

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

## 8. FINANCING STRATEGY

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

## 9. 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 SALES FORECAST**
  - 9.4.2. YEAR 1-5 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 MO; YR. 2-5QTLY)**
  - 9.4.6. YEAR 1-5 BALANCE SHEET (YR. 1 MONTHLY; YR. 2-5 QTLY)**
  - 9.4.7. VALUATION MODEL**