Synopsis Executive Summary Plan Preparation Form

ake highlights from each section of your completed plan and address the areas listed below. Remember to rief and clear. Cover each topic in no more than one to three sentences. Describe only the most important and ressive features of your business. After the first two topics, Company Description and Statement of Mission, ce the remaining sections in any order that gives the best impression of your business to your target reader. r the reader's quick comprehension, use topic headings at the beginning of each paragraph (see the Sample an at the end of this chapter); if you'd like a Summary that seems less like a list, omit the headings. Feel free combine related topics, such as "Target Market" and "Marketing Strategy," to create a more fluid document.

ompany Description: List the company name, type of business, location, and legal status, e.g., corporation, sole proprietorship, partnership.

Statement of Mission: Write the concise statement of company purpose you developed in Chapter 5.

Stage of Development: State whether your company is a start-up or continuing business, when it was founded, how far along the product or service is in its creation, and if you've already made sales or started shipping.

Products and Services: List the products or services your company sells or plans to sell; this can be generic for a company with many products—e.g., women's sportswear—or specific for a company with just a few.

Target Market(s): List the markets you intend to reach and why you chose them; indicate the results of any market analysis or market research.

Marketing and Sales Strategy: Briefly describe how you intend to reach your target market(s), and the advertising, direct mail, trade shows, and other methods you will use to secure sales.

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Competitors and Market Distribution: Indicate the nature of your competition and how the market is currently divided.

Competitive Advantages and Distinctions: Show why your company will be able to compete successfully; list any important distinctions, such as patents, major contracts, or letters-of-intent.

Management: Briefly describe the histories and capabilities of your management team, particularly those of company founders.

Operations: Outline your key operational features, such as locations, crucial distributors or suppliers, cost-saving production techniques, etc.

inancials: Indicate your company's expected revenues and profits for years one through three.

ng-Term Goals: Describe the expected status—e.g., sales, number of employees, number of locations, market are of your company—five years from now.

ds Sought and Exit Strategy: Indicate how much money you are seeking, how many investors you plan to have, the funds raised will be used, and how investors or lenders will get their money out.

Use this information as the basis of your plan's synopsis Executive Summary.

Narrative Executive Summary Plan Preparation Form

This form provides you an opportunity to outline the Executive Summary portion of your business plan if you choose to write a narrative type of Summary.

The Company: Describe how your company is organized, its stage of development, stage of product creation, legal status, location, and company mission.

The Concept: Explain the background of your company, how the product came about, how the market opportunity was recognized, and the products and services.

Market Opportunity: Describe your target market, market trends that exist, why there was a need for the company, the results of market research, the competition, and market openings.

Competitive Advantages and Distinctions: Indicate why your company can compete successfully; list important distinctions such as patents, major contracts, and letters-of-intent; specify barriers-to-entry for new competitors.

Management Team: Describe the background and capabilities of your key managers, and relate past successful business experiences.

Milestones: List the milestones by which you will measure success and at what date you expect to reach them; these might include specific revenue or profit levels, the percentage of market share reached, shipments of first product, and the number of employees or locations.

Financials: Specify the amount of funds sought, the number of likely investors, the use of funds secured, and how investors or lenders will get their money back—through an exit plan (acquisition, public offering, merger) or security (collateral) for a loan.

Use this information as the basis of your plan's narrative Executive Summary.

SAMPLE PLAN: SYNOPSIS EXECUTIVE SUMMARY

States legal status, location, stock ownership, and industry opportunity.

Provides a sense of how the company views itself and its long-term goals.

EXECUTIVE SUMMARY

The Company

ComputerEase, Incorporated, provides computer software and software-as-a-service (SaaS) training services, primarily to the corporate and business market. In addition to offering local training at its own dedicated facilities, the firm delivers on-premises training to corporations located in the Greater Vespucci, Indiana, area. It also offers online versions of its courses that can be accessed from anywhere with an Internet connection. The technology business services industry is one of the fastest growing in the United States, and ComputerEase intends to capitalize on that growth. The company's stock is currently held by President and CEO Scott E. Connors and Susan Alexander, Vice President, Marketing.

The Company's Mission

ComputerEase views its mission as increasing the corporate community's productivity by helping them realize the maximum benefit from their personnel and computers through software training. ComputerEase is dedicated to building long-term relationships with customers through quality training and support, to being known as the premier software training company in the Greater Vespucci area, and to expand online course offerings globally to English-speaking countries throughout the world. The goal is steady expansion, becoming profitable by the third year of operations. ComputerEase also is dedicated to contributing back to the Vespucci community by providing free computer training programs for inner-city youth, low-income residents, and "welfare-to-work" program participants.

Products and Services

The company provides software training programs targeted to the corporate market, and currently has a portfolio that covers a broad range of leading business software programs. There are two ways that training is delivered. On-premise training is provided by in-person instructors, either at the customer's place of business or at ComputerEase's Corporate Training Center. Online training is offered via the Internet. In addition to providing training for the most-used enterprise and business software and Web-based business services, ComputerEase also creates custom programs at corporate customers' request for both on-premise and online delivery. The online training programs incorporate some video training segments, enhancing the learning experience.

Marketing and Sales Strategy

ComputerEase differentiates itself in its marketing by emphasizing the needs of the corporation, not merely of the students taking the classes. Locally, the firm employs highly regarded sales professionals with extensive ties to the target market who secure sales predominantly through face-to-face solicitations. For customers who access ComputerEase's online training, the company has an aggressive online marketing strategy that includes advertising on prominent training websites, exhibiting at ng industry trade shows, publishing a monthly email newsletter on best practices rporate training, and using search engine marketing by purchasing keywords. To ort its customer base, ComputerEase also maintains an active Facebook business a LinkedIn profile, and a YouTube channel.

Competition

narket leaders have yet emerged in the corporate software training field—either ne Vespucci region or online. Competition is diverse and uneven, creating tantial market opportunities. ComputerEase maintains the following advantages existing competition: strategic partnerships with leading software publishers; nal certifications from those publishers; a growing reputation for delivering ily effective training and superior customer support; a company-owned, state-he-art computer Training Center; a local sales staff with strong ties to target tomers; and a national network of third-party consultants and computer retailers bundle ComputerEase's courses with their own services.

Shows market opportunity.

get Market

mputerEase's "brick-and-mortar" business operates in the Greater Vespucci, Indiana, a. Vespucci is the 16th-largest city in the United States, with a diverse and healthy nomy. U.S. Census Bureau data shows that more than 10,000 organizations with ore than 50 employees each (ComputerEase's primary target market) are located in e area. ComputerEase's online market is composed of English-speaking countries here a high percentage of businesses are automated or in the process of becoming tomated. The market for online computer training has grown by more than 33% ch year for the past five years, and is projected to sustain this rate of expansion for e remainder of the decade.

lanagement

resident and Founder Scott E. Connors brings significant technology-related manage-ment experience to this position. Immediately before starting ComputerEase, Connors erved as regional vice president for Wait's Electronics Emporium, a large computer hard-ware and electronics retail chain. Previously, he was a sales representative for IBM. Vice President Susan Alexander brings direct experience in marketing to the target market rom her prior position as assistant marketing director for AlwaysHere Health Care Plan, and sales experience as sales representative for SpeakUp Dictation Equipment.

Emphasizes past business ownership and directly related experience.

Operations

ComputerEase owns its Corporate Training Center with 20 PCs fully equipped with all the latest versions of the most popular business software programs. The company offers corporate training sessions at the Center, as well as at local corpo-rations' place of business. It plans to open a second Training Center with some of the funds currently being sought. ComputerEase utilizes the excess capacity of the Training Center by offering Saturday and evening classes to consumers. Additionally, ComputerEase has three development PCs for creating the interactive course content based on the instructor-led courses and documentation. All equipment is leased,

SAMPLE PLAN: SYNOPSIS EXECUTIVE SUMMARY (continued)

resulting in lower capital expenses and ensuring the latest equipment at all times. All data center operations, including the servers that host the online training applications and student data, are outsourced to a local managed services provider. Video production is outsourced to a local company experienced in creating instructional videos.

Stage of Development

ComputerEase began operations in January 2014, and opened its first software Training Center classroom in August 2014.

Financials

Tells investors there is no return on capital for at least three years.

The financial strategy of ComputerEase emphasizes reinvestment of income for growth during the first few years of operation, with the company reaching profitability within the next three years. Annual revenue projections for the current year are $466,000; for year two, $987,750; and for year three, $1,637,230.

Funds Sought and Utilization

Cites specific numbers and uses for funds.

The company is currently seeking $160,000 in investment financing. These funds will be used for expansion, primarily opening an additional Training Center, hiring new staff, and increasing marketing activities. Long-term plans are for the company to aggressively market and expand its online business into English-speaking countries outside the U.S.; work with customers to develop interactive online custom training programs for employees; and either develop a franchise operation or expand to become a regional company-owned chain, adding at least one training location annually.

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o business clients, both in person and online. Because no market leader has emerged in this field, either in Vespucci, Indiana, or online, a well-conceived and well-executed company can secure a leading position.

Background

Scott E. Connors, President and Founder of ComputerEase, Incorporated, recognized this opportunity when, as Regional Vice President for Wait's Electronics Emporium, he conducted a study of the potential market for corporate software training in the Indiana, Ohio, and Illinois areas. As a result of this study, he realized that a professionally managed software training company could quickly become the region's market leader. When developing an online component to ComputerEase's training classes, Connors discovered a huge potential for online training services.

The Company

ComputerEase is positioned to become the premier provider of software training targeted to the corporate market. The company began operations in January 2014, and was quickly able to secure corporate clients with software training programs offered at the customers' location.

The client base expanded when ComputerEase opened its first Training Center in August 2014, with 20 personal computer stations. At this same time, ComputerEase launched its software-as-a-service (SaaS) training services, accessible from any computer with an Internet connection. Both of these initiatives offer greater flexibility to corporate employees. ComputerEase offers software training for all leading software programs, as well as custom programs at corporate customers' request.

ComputerEase is incorporated in the state of Indiana and stock is currently held by President Scott E. Connors and Vice President Susan Alexander.

The Market

The company targeted large corporations in the Greater Vespucci, Indiana, area as the base of its initial operations. As the 16th-largest city in the United States, Vespucci offers a diverse and healthy economy with more than 10,000 companies employing over 50 employees each. ComputerEase's online market includes an even larger pool—English-speaking countries with a high percentage of automated businesses.

Competitive Position

Currently, corporate software training programs are offered in the Vespucci area by small, local, underfunded, and generally poorly managed companies and through national online programs, with no leader having yet emerged in either space. Market

SAMPLE PLAN: NARRATIVE EXECUTIVE SUMMARY (continued)

research indicates an extremely high level of dissatisfaction with current providers among current customers of software training. ComputerEase's growing reputation for delivering highly effective training and superior customer support both in person and online, along with its company-owned, state-of-the-art computer Training Center, local sales staff with strong ties to target customers, and national network of third-party consultants and computer retailers, sets the company apart from its competition.

Management Team

Emphasizes previous business ownership and related experience.

The current management of President Scott E. Connors and Vice President of Marketing Susan Alexander gives ComputerEase an excellent team with which to begin operations. Mr. Connors brings extensive technology-related management and sales experience from his years with Wait's Electronics Emporium and IBM.

In her positions as assistant marketing director for AlwaysHere Health Care Plan, and sales representative at SpeakUp Dictation Equipment, Ms. Alexander gained significant experience in sales and marketing to ComputerEase's target market: corporate human resource directors. Her personal connections with this target audience are extensive, giving ComputerEase immediate access to the potentially most lucrative clients.

The Future

Provides investors with a sense of growth opportunities.

The company has many opportunities for growth now and in the future. First, the company plans to expand its online offerings beyond the U.S. to English-speaking countries around the world. Second, the company may become a franchise operation, selling franchise licenses, materials, and training for independent operations under the ComputerEase name.

Financials

The company projects rapid growth, with sales revenues of $466,000 in the current year, $987,750 for year two, and $1,637,230 in year three. It emphasizes the reinvestment of income for expansion rather than profit taking, funding growth internally rather than through additional investment beyond that currently sought.

Funds Sought

Gives specific numbers and uses of funds.

The company anticipates only one round of financing (unless franchising is later undertaken) with $160,000 being sought from one investor. These funds will be utilized to add a new training center, hire staff, and expand marketing activities.