**Part I**

**NH Vocational Rehabilitation**

**Tier 2 Business Plan Requirements OutlinePART 1**

**Vocational Rehabilitation |Tier 2 Business Plan Requirements Outline**

1. **Professional Profile** (*Name, contact information, personal experience, potential limitations, skills and aptitude for supporting success.*)
   1. Name, address and telephone number
   2. Personal experience and related factors supporting success (*Reference* *10 Steps, 2b.*)
   3. Potential limitations to success and plans to overcome them (*Reference* *10 Steps, 1b & 1c.*)
   4. Skills and aptitude for supporting success (*Including organizational skills, bookkeeping, marketing, products and services. Reference* *10 Steps, 2a.*)
2. **Business Profile** (*Reference* *10 Steps, 5a for an overview of how to write a business plan.*)
   1. Statement of Purpose (*A brief description of the objective of the business and the financing required. Reference 10 Steps, 2 Summary.*)
   2. Description of the Business (*Provide 2-3 paragraphs that describe the type of business, status [start-up, expansion], business formation [proprietor, LLC, etc.], location, target customer, hours of operation and reasons why the business will be profitable. Reference 10 Steps, 2d.*)
   3. Description of the Market (*Reference 10 Steps, 3a.*)
      * Geographic Area (*Where will the business be located and why?*)
      * Market Analysis (*Who will buy the products/services and why? What is the size of market, growth potential and sources of data?*)
      * Competition (*Who is the competition, what are their strengths/weaknesses, how will you gain market share, what differentiates your offerings?*)
   4. Marketing Strategy (*What is the marketing plan, promotional, advertising, public relations, and pricing strategy? Reference 10 Steps, 3b.*)
   5. Operational Overview (*What are the operational task and functions, hours of operation, routine supplies and inventories?*)
   6. Location and Facilities (*Where is the business located, why, describe the facility including rent, lease and cost?*)
   7. Licenses and Permits (*What licenses, permits or zoning requirements apply?*)
   8. Management and Personnel (*What qualifications are required to run the business? Which ones will you perform and are additional personnel needed? Reference* *10 Steps, 4 a & b. What tasks need to be outsourced, such as bookkeeping, accounting, legal, banking and insurance, and what types of business advisors may be utilized [SBDC, SCORE, etc.]? Reference 10 Steps,* *8 Summary.*)
   9. Sources and Uses of Funds (*How much funding do you need and what do you need it for, including equipment needs, initial inventories and supplies, working capital to support initial start-up operations and contingency reserve? Reference 10 Steps, 7 Summary.*)
   10. Development Schedule (*Provide a chart or time line of critical events and note which events have to occur before others. Does it all make sense? How long will it take to actually start producing revenues and reach breakeven*?)
   11. Summary (*Briefly summarize the key elements of the business and why it will succeed. Reference 10 Steps, 5 Summary.*)
3. **Financial Profile** 
   1. Projected Monthly Income and Expenses (First 12 Months) (*Using the Tier 2 Forecasting Model, list the start-up and subsequent operating costs for the first 12 months of operation. Reference 10 Steps, 6a & 6b.*)
   2. Breakeven Analysis (*Calculate breakeven at commencement of selling activities. Reference 10 Steps, 6c.*)
   3. Income Statement (Year 1) (*Calculate the first 12 months of actual operation following the start-up phase. Reference 10 Steps, 6e.*)
   4. Cash Flow Analysis (*Identify cash flow patterns showing the impact as an additional line on the projected income and expense forecast. Reference the Tier 2 Forecasting Model.*)
   5. Capital Equipment List (*List the equipment needed to operate the business and clarify what needs to be purchased. Reference the Sources & Uses analysis from the prior section for this purpose.*)
   6. Balance Sheet (*The financial status of the business as of the first day of operation.*)
   7. Supporting Documents
      * Personal Credit Report
      * Financing Collateral
      * Insurance Policies
      * Licenses and Permits
      * Lease (if applicable)
      * Personal Federal Tax Returns (Past 2 years)
      * Personal Financial Statement (Assets, Liabilities and Monthly Expenses)
4. **Summary Statement** 
   1. Overview of Year 1 Projections (*A written analysis of how and why the business will work and make a profit including*:
      * *How long will it take to achieve breakeven and how much additional income may be needed to cover monthly expenses?*
      * *How many hours will be invested each week and by whom?*
      * *What is the contingency plan should equipment break down, if sales are slower than projected, if support personnel prove unreliable, etc.?*)
5. **Attachments** (*Include additional documentation not yet addressed that will support your position for launching the business, such as:*)
   1. Resume(s) (*Include your resume and the resumes of any other key personnel.*)
   2. Purchase List (*Items to be purchased with NHVR funds including Item Name, Description, Model Number, Price and Sources.*)
   3. Personal Contribution(s) to the Business (*List personal funds, equipment and other resources allocated to the business.*)
   4. Order Commitment Letters (*Attach evidence of customer intent to order products.*)
6. **Entrepreneurial Training**
   1. Completed *10 Steps to Venture Success* Exercises *(Attach printouts of each of the exercises completed in the 10 Steps.)*

**Part II**

**Tier 2 Business Plan Template**

**Formatted with Instructions for CompletionSample Business Plan, Tier 2 | COVER SHEET**

*(Name of the business, type of industry, name of the principal(s) and contact information)*

[Business Name]

**[company/business description – sub-title]**

**Business Plan, Tier 2**

Name

Street

City, State Zip

(xxx) xxx - xxxx

website

email**Sample Business Plan, Tier 2 | Table of Contents**

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     + Licenses and Permits
     + Lease (if applicable)
     + Personal Federal Tax Returns (Past 2 years)
   * Personal Financial Statement (Assets, Liabilities and Monthly Expenses)

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1. Resume(s)
2. Purchase List
3. Personal Contribution(s) to the Business
4. Order Commitment Letters
5. **Entrepreneurial Training**  32
   1. Completed *10 Steps to Venture Success* Exercises

**Sample Business Plan, Tier 2 | 1. Professional Profile**

(*Name, contact information, personal experience, potential limitations, skills and*

*aptitude for supporting success.*)

**1. Professional Profile**

1. Name, address and telephone number
   1. Personal experience and related factors supporting success (*Reference 10 Steps Workbook, Section 2b - Online at http://www.buzvr.org/ten\_steps\_2b.html.*)
   2. Potential limitations to success and plans to overcome them (*Reference 10 Steps Workbook, Section 1b & 1c - Online at http://www.buzvr.org/ten\_steps\_1b.html and http://www.buzvr.org/ten\_steps\_1c.html respectively.*)
   3. Skills and aptitude for supporting success (*Including organizational skills, bookkeeping, marketing, products and services. Reference 10 Steps Workbook, Section 2a - Online at http://www.buzvr.org/ten\_steps\_2a.html.*)

**Sample Business Plan, Tier 2 | 2, a. Business Profile - Statement of Purpose**

(*Reference* *10 Steps, 5a for an overview of how to write a business plan. The Statement of Purpose section is a brief description of the objective of the business and the financing required. Reference 10 Steps Workbook, Section 2 Summary - Online at http://www.buzvr.org/ten\_steps\_2summary.html.*)

**2. Business Profile**

1. Statement of Purpose
   1. Objective of the business and the financing required

**Sample Business Plan, Tier 2 | 2, b. Business Profile - Description of the Business**

(*Provide 2-3 paragraphs that describe the type of business, status [start-up, expansion], business formation [proprietor, LLC, etc.], location, target customer, hours of operation and reasons why the business will be profitable. Reference 10 Steps Workbook, Section, 2d - Online at http://www.buzvr.org/ten\_steps\_2d.html.*)

1. Description of the Business
   1. Type of business, status [start-up, expansion]
   2. Business formation [proprietor, LLC, etc.]
   3. Location
   4. Target customer
   5. Hours of operation
   6. Rasons why the business will be profitable.

**Sample Business Plan, Tier 2 | 2, c. Business Profile - Description of the Market**

(*Reference 10 Steps Workbook, Section 3a - Online at http://www.buzvr.org/ten\_steps\_3a.html.*)

1. Description of the Market
   * + Geographic Area(*Where will the business be located and why?*)
     + Market Analysis(*Who will buy the products/services and why? What is the size of market, growth potential and sources of data?*)
     + Competition(*Who is the competition, what are their strengths/weaknesses, how will you gain market share, what differentiates your offerings?*)

**Sample Business Plan, Tier 2 | 2, d. Business Profile - Marketing Strategy**

(*What is the marketing plan, promotional, advertising, public relations, and pricing strategy? Reference 10 Steps Workbook, Section 3b - Online at http://www.buzvr.org/ten\_steps\_3b.html*)

1. Marketing Strategy
   1. Marketing plan
   2. Promotional plan
   3. Advertising plan
   4. Public relations
   5. Pricing strategy?

**Sample Business Plan, Tier 2 | 2, e. Business Profile - Operational Overview**

(*What are the operational task and functions, hours of operation, routine supplies and inventories?*)

1. Operational Overview
   1. Operations & Hours
   2. Equipment Supplies
   3. Inventories

**Sample Business Plan, Tier 2 | 2, f. Business Profile - Location and Facilities**

(*Where is the business located, why, describe the facility including rent, lease and cost?*)

1. Location and Facilities
   1. Facility
   2. Rent
   3. Lease / cost

**Sample Business Plan, Tier 2 | 2, g. Business Profile - Licenses and Permits**

(*What licenses, permits or zoning requirements apply?*)

1. Licenses and Permits
   1. Zoning
   2. Permits
   3. Licenses

**Sample Business Plan, Tier 2 | 2, h. Business Profile - Management and Personnel**

(*What qualifications are required to run the business? Which ones will you perform and are there additional personnel needed? Reference 10 Steps Workbook, Section 4 a & b - Online at http://www.buzvr.org/ten\_steps\_4a.html and http://www.buzvr.org/ten\_steps\_4b.html respectively. What tasks need to be outsourced, such as bookkeeping, accounting, legal, banking and insurance, and what types of business advisors may be utilized [SBDC, SCORE, etc.]? Reference 10 Steps Workbook, Section 8 Summary - Online at http://www.buzvr.org/ten\_steps\_8summary.html.*)

1. Management and Personnel
   1. Operational Tasks
   2. Staffing & Responsibilities
   3. Bookkeeping / Accounting (Outsourced)
   4. Legal
   5. Banking
   6. Insurance
   7. Business Advisors (SCORE / SBDC / VR)

**Sample Business Plan, Tier 2 | 2, i. Business Profile - Sources and Uses of Funds**

(*How much funding do you need and what do you need it for, including equipment needs, initial inventories and supplies, working capital to support initial start-up operations and contingency reserve? Reference 10 Steps Workbook, Section 7 Summary & http://www.buzvr.org/ten\_steps\_7summary.html.*)

1. Sources and Uses of Funds
   1. Equipment needs
   2. Initial inventories and supplies
   3. Working capital to support initial start-up operations
   4. Contingency reserve
   5. Sources (VR, Other)

**Sample Business Plan, Tier 2 | 2, j. Business Profile - Development Schedule**

(*Provide a chart or time line of critical events and note which events have to occur before others. Does it all make sense? How long will it take to actually start producing revenues and reach breakeven*?)

1. Development Schedule
   1. Chart / table showing sequence of start-up events

**Sample Business Plan, Tier 2 | 2, k. Business Profile - Summary**

(*Briefly summarize the key elements of the business and why will it succeed. Reference 10 Steps Workbook, Section 5 Summary - Online at http://www.buzvr.org/ten\_steps\_5summary.html.*)

1. Summary
   1. Key elements (Type of business, market)
   2. Why it will succeed

**Sample Business Plan, Tier 2 | 3, a. Financial Profile - Projected Monthly Income and Expenses (First 12 Months)**

(*Using the Tier 2 Forecasting Model, list the start-up and subsequent operating costs for the first 12 months of operation. Reference 10 Steps Workbook, Section 6a & 6b - Online at http://www.buzvr.org/ten\_steps\_6a.html and http://www.buzvr.org/ten\_steps\_6b.html respectively.*)

**3. Financial Profile**

* + - 1. Projected Monthly Income And Expenses For First 12 Months (Use Forecasting Worksheet)

**Sample Business Plan, Tier 2 | 3, b. Financial Profile - Breakeven Analysis**

(*Calculate breakeven at commencement of selling activities. Reference 10 Steps Workbook, Section 6c - Online at http://www.buzvr.org/ten\_steps\_6c.html.*)

* 1. Breakeven Analysis
     1. What is the Breakeven Level (Show calculations – use worksheet)

**Sample Business Plan, Tier 2 | 3, c. Financial Profile - Income Statement**

(*Calculate the first 12 months of actual operation following the start-up phase. Reference 10 Steps Workbook, Section 6e - Online at http://www.buzvr.org/ten\_steps\_6e.html.*)

* 1. Income Statement, Year 1
     1. Per month First 12 months of actual operation following the start-up phase

**Sample Business Plan, Tier 2 | 3, d. Financial Profile - Cash Flow Analysis**

(*Identify cash flow patterns showing the impact as an additional line on the projected income and expense forecast. Reference the Tier 2 Forecasting Model*)

* 1. Cash Flow Analysis
     1. Show differences between P&L and uses of cash

**Sample Business Plan, Tier 2 | 3, e. Financial Profile - Capital Equipment List**

(*List the equipment needed to operate the business and clarify what needs to be purchased. Reference the Sources & Uses analysis from the prior section for this purpose.*)

* 1. Capital Equipment List
     1. What will be purchased (Model. Price)
     2. Source (Name of company, contact)

**Sample Business Plan, Tier 2 | 3, f. Financial Profile - Balance Sheet**

(*Summarize the financial status of the business as of the first day of operation.*)

f. Balance Sheet – Commencement of Operations

**Sample Business Plan, Tier 2 | 3, g. Financial Profile - Supporting Documents**

(*Include additional documentation not yet addressed, such as personal credit report, collateral pledged to support any financing needs, insurance policies, lease agreements, personal federal tax returns for the past two years and a personal financial statement.*)

THIS SECTION IS FOR UNIQUE INDIVIDUAL CIRCUMSTANCES

AS MAY BE APPLICABLE

PROVIDE DOCUMENTATION ACCORDINGLY

Additional References

* + - Personal Credit Report - *Reference http://www.freecreditreport.com*
    - Financing Collateral - *List any assets pledge for business financing requirements*
    - Insurance Policies - *Reference Insurance Checklist at http://www.buzgate.org/8.0/nh/ft\_insurance\_chklst.html*
    - Licenses and Permits - *Refer to your state licensing agency (http://www.buzgate.org/8.0/nh/ch\_sbdc.html#license) and local town clerk for zoning requirements*
    - Lease - *Provide a copy of lease agreement if renting equipment, facilities or other assets*
    - Personal Federal Tax Returns - *Copies of prior two years tax documentation*
    - Personal Financial Statement - *View sample form at http://www.buzgate.org/8.0/pdf/financial\_statement.pdf*

**Sample Business Plan, Tier 2 | 4, a. Summary Statement, Overview of Year 1 Projections**

(*A written analysis of how and why the business will work and make a profit including*:

* + - *How long will it take to achieve breakeven and how much additional income may be needed to cover monthly expenses?*
    - *How many hours will be invested each week and by whom?*
    - *What is the contingency plan should equipment break down, if sales are slower than projected, if support personnel prove unreliable, etc.?*)

**4. Summary Statement**

a. Overview of Year 1 Projections

**Sample Business Plan, Tier 2 | 5. Attachments**

(*Include additional documentation not yet addressed that will support your position for launching the business, such as...*)

**5. Attachments**

1. Resume(s) (*Include your resume and the resumes of any other key personnel*)
2. Purchase List (*Items to be purchased with NHVR funds including Item Name, Description, Model Number, Price and Sources*)
3. Personal Contribution(s) to the Business (*List personal funds, equipment and other resources allocated to the business*)
4. Order Commitment Letters (*Attach evidence of customer intent to order products*.)

**Sample Business Plan, Tier 2 | 6, a. Entrepreneurial Training, Completed *10 Steps to Venture Success Exercises***

(*Attach printouts of each of the exercises completed in the 10 Steps*)

[ THIS SECTION LEFT BLANK. INSERT COPIES OF EACH OF THE EXERCISES

COMPLETED BY THE PRINCIPAL IN THE 10 STEPS TO VENTURE SUCCESS

WORKBOOK OR ONLINE PLATFORM ]

Additional References:

Workbook:

Osgood, William R. (2011). *10-Steps to Venture Success: Starting and Succeeding in Your Own Business.* CreateSpace. ISBN: 1935988182

eLearning Platform:

buzVR.org | Mentoring, 10 Steps to Venture Success @ http://www.buzvr.org/ten\_steps.html

10 Step Entrepreneurial Training Curriculum:

* + - 1. Self-Assessment
      2. Business Idea
      3. Market Analysis
      4. Management Skills
      5. Business Planning
      6. Forecasting
      7. Financing
      8. Support Help
      9. Venture Launch
      10. Monitor Progress

Certificate of Completion