

ONE PAGE BUSINESS PLAN

+264 (0)61 434 8000 • talk2ME@tbn.na • www.tbn.na

The basic first 10 steps to obtaining funding for your business

1 **What is your business?**
(What is your value proposition?)



2 **Your Solution**
(What exactly is your product or service?)



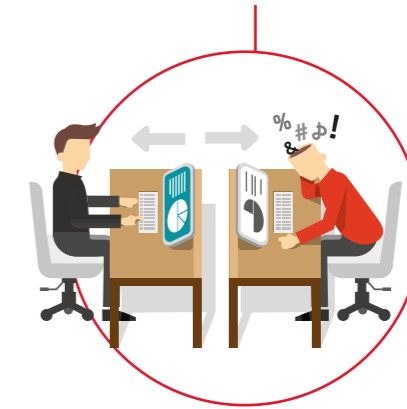
3 **Your Business Model**
(How do you plan on making money?)



4 **Target Market**
(Who is your customer and why? What does your business do for them?)



5 **Competitive Advantage and current milestones**



(What makes your business unique? Why would the customer choose your service or product, what have you achieved so far and what are your major goals for the next 6 months, 1 year, 3 years and 5 years?)



6 **Management Team**
(Who is on your team? Are they the right people to make your business successful? List your top management's qualifications and experience?)



7 **Sales and Marketing**
(How do you market your products and services to your customers?)



8 **Budget and Sales goals**
(How much do you think you will sell? How well do you think your business will do?)



9 **Financial summary:** Existing business (Attach your business bank statements for the last six months). Start-up business (what are your financial projections?)



10 **Funding required**
(How much cash do you need and what will you use it for?)