## Contents

Acknowledgments vii  
Preface ix  
A Dedication to Entrepreneurship and the Entrepreneurs of America xiii  
About the Authors xv  
About Ernst & Young’s Strategic Growth Markets xvii  
The Ernst & Young Entrepreneur of the Year Program xix  

### PART I  
The Purpose of a Business Plan  

<table>
<thead>
<tr>
<th>Chapter One</th>
<th>The Business Plan</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Two</td>
<td>Who Reads the Business Plan?</td>
<td>21</td>
</tr>
<tr>
<td>Chapter Three</td>
<td>Legal Forms of a Business</td>
<td>37</td>
</tr>
<tr>
<td>Chapter Four</td>
<td>Due Diligence</td>
<td>57</td>
</tr>
</tbody>
</table>

### PART II  
An In-Depth Look at a Business Plan  

<table>
<thead>
<tr>
<th>Chapter Five</th>
<th>Contents</th>
<th>69</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Six</td>
<td>Executive Summary</td>
<td>71</td>
</tr>
</tbody>
</table>
Chapter Seven
   General Company Description 79

Chapter Eight
   Products and Services 83

Chapter Nine
   Marketing Plan 91

Chapter Ten
   Operational Plan 125

Chapter Eleven
   Management and Organization 143

Chapter Twelve
   Major Milestones 169

Chapter Thirteen
   Structure and Capitalization 173

Chapter Fourteen
   Financial Plan 183

Chapter Fifteen
   Confidentiality Agreements 211

Chapter Sixteen
   Further Considerations 213

PART III
Other Resources for Entrepreneurs

Chapter Seventeen
   Resources for Entrepreneurs 223

Chapter Eighteen
   Conclusion 225

Index 227