***Appendix C***

**Required Format for Business/Project Plan**

Use the following format when writing this portion of the application. Be thorough in each section below to ensure enough information is provided about your business and the project being proposed.

1. **Cover Sheet –** Name of organization and contact information.
2. **Introduction –** Use this as an opportunity to introduce your organization to the reviewers
3. **Project Summary -** Give a summary (fewer than 200 words) of what your project entails and what it’s accomplishing for your business **during the next ten years**. This information will be used in the binding state contract’s Scope of Work should you be awarded.
4. **Mission, Strategies, etc.** - What are the central purposes and activities of the planned business? What are its major objectives, key strategies, and prime goals?
5. **Present Status of Project -** Summarize achievements and performance (sales, etc.) to date (if applicable).
6. **Product Description if a production entity -** Describe product being produced or processed.
7. **Brief Profile of Target Markets -** Size, trends, competition, and user/customer profiles.
8. **Marketing Strategies and Sales Plans if applicable -** How will the business market its products and sell to customers? What sales will be achieved in its main markets? How will it deal with competitors? Indicate costs.
9. **Operational Plans -** Cover distribution and production activities. Indicate organization, resources, costs, etc.
10. **Financial Position and Projections –** Figures from the most recently filed Schedule F, Schedule C, or Form 1120S must correspond with the respective boxes from each form:

Schedule F: Boxes 9, 33, 34

Schedule C: Boxes 7, 28, 31

Form 1120S: Boxes 6, 20, 21

1. **Funding Requirements and Proposals -** Summarize funding requirements, possible sources, terms, etc. For non-profits and municipalities, if are using in-kind services as portion of match, you must address that here.
2. **Implementation -** Explain the major decision points, timeline and actions required.
3. **Conclusion -** Indicate why the project will succeed and why it should be supported.