

# ***Manaus Fund Business Plan Outline***

This form can be filled out in Acrobat Reader (version 6.0 or higher) and emailed to the Manaus Fund, or it can be printed, filled out, and mailed/faxed. Mail to: Manaus Fund, P.O. Box 2026, Carbondale, Colorado 81623. FAX to: (970) 963-2611.

To fill out digitally in Acrobat Reader, go to Menu > Tools > Typewriter. Click on the line you want to fill in and start typing. When you've completed the outline, save it to your hard drive; add it as an attachment to your email and send.

## ***Describe the market for the product or service:***

- How large is it?
- Who are the customers?
- Why would they buy the product?
- How do you expect the market to grow/evolve over time?

## ***Describe the product or service:***

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- What is it?
- Why would customers purchase it?
- How much would it cost to develop?
- How much would it cost to make?
- Are there any competitive products/services out there?
- How does your idea differ and why is it better?

## ***Go to market:***

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- How would you reach the consumer?
- How would you get the word out?
- How much would it cost to reach the consumer and promote the product?

## ***Organization:***

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Is there a champion within the current organization?

How many people would you hire, over what time period, and what functions?

Describe the organizational structure, including roles and responsibilities.

***Justify the social purpose:***

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What is the social purpose?

How would you measure social outcome?

Is there a double bottom line for the social enterprise and your current organization?

***Financial model:***

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- Project financials over a 3 year period

- Revenues = # of products/services\*number sold

- Cost of goods = cost to produce each product/service\*number sold

- Gross Margin = Revenues-Cost of Goods

- Operating Expenses

  - Management and Administration

  - Sales and Marketing

  - Facilities and Supplies

  - Other

- Net Income = Gross Margin-Operating Expenses

- Capital Expenses: Detail timing, amount of any capital expenses required for machinery etc

***Risks***

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Describe the risks to your assumptions in your financial model: