"Timmons is one of the two most powerful minds in entrepreneurship in the nation." -Success magazine

BUSINESS PLANS THAT WORK



JEFFRY A. TIMMONS ANDREW ZACHARAKIS STEPHEN SPINELLI

Contents

Preface	vii
1. Entrepreneurs Create the Future	1
2. Before You Start Writing Your Plan: Asking the Right Questions	25
3. Getting Started	43
4. Industry: Zoom Lens on Opportunity	57
5. Company and Product Description: Selling Your Vision	71
6. Marketing Plan: Reaching the Customer	79
7. Operations and Development: Execution	93
8. Team: The Key to Success	103
9. The Critical Risks and Offering Plan Sections	111
10. Financial Plan: Telling Your Story in Numbers	121
11. Conclusion	145
Appendix 1. Quick Screen Exercise	157
Appendix 2. Business Plan Guide Exercise	161
Appendix 3. Fossa Business Plan	167
Appendix 4. Sample Presentations	173
ndex	177