

Additional Information Unit

(Part of the Standard Question and Answer Business Plan)

Miscellaneous Information

Is there a database of elements to insert into various versions of your plan?

- Is there a template or layout for inserting these data elements upon short notice?
- What are the expected uses for the possible collection of elements?
 - Will they be used to evaluate major purchases?
 - Will they be useful as bases for discussions with your associates?
 - Are periodic reviews automatic, scheduled or as needed?

Have you accounted for your sustenance income during startup?

- How many people will require sustenance prior to breakeven?
- Is there a schedule for decreasing need as you approach breakeven?
- Are there any innovative survival actions?
- What expenses will be curtailed or deferred?
- Do you have any assets which can generate rental income?

Have you included a statement on how you will control expenditures during startup?

- Do you have innovative methods for deferring a purchase?
- Are your expenditure controls classified into administrative and sales generation?

Do you have an updated Personal Financial Statement?

- Can it be easily updated?
- Does it remain consistent with all other financial statements?

Do you have a personal track record relative to this venture?

- Is it worded with facts replacing repetitive, "I did this....?"
- Is the emphasis on results obtained?
- How can your reader easily confirm the statement made?
- Have you received awards or other forms of recognition?
- Is there a short version for memorizing and reciting when prompted during a conversation?
- Is there a printed outline to present as a document separate for the full business plan?

Do you have a list of personal references?

- Are the contact details complete with best times to contact?
- Are there explanations of the relationship between you and the reference?
- Is there a variety of relationships on your list?
- Is the referee aware of your referral?

Have you described your personal support system?

- Are there active mentors?
 - Are there mentors you consult on a casual basis?
 - Are these mentors investors in your venture?
- Have you included business friends?
 - What is the frequency and topic of your contacts with these friends?
 - Are these friends active in a business similar to your venture?
 - What is the relative success of these friends?
 - What are basic principles you have learned from your friends?
- What members of your immediate or extended family have experience in business?
 - What is your relationship (intensity, duration, activities, etc.) with these people?
 - Are any of these investors or potential investors in your venture?
 - If not, do you have a credible explanation why not?

Do you have a sales pitch & strategy for presenting your plan to readers?

- What methods or tactics will be employed in gaining an audience?
- Does it include any audio-visual support?
- Has it been rehearsed with persons not unlike your possible readers?
- Has it been timed with adjustments for whatever time could be allotted to you?

Proposed Name(s) for the Enterprise

- If you have selected one name, how does it comply with the criteria questions below?
- Will you expose your list of proposed names to the criteria questions below?

Criteria testing

- Does the name clearly state the nature or emphasis of the operation?
- Can it be easily pronounced in the languages of persons from your target markets?
 - Does it include sounds such as R or L or TH that are difficult to pronounce?

- What is the meaning of words (avoiding embarrassing connotations) in target markets?
- Does it avoid confusion with similar existing names?
- Can the name be used in the incorporation?
 - Have you considered acronyms that are easier to register or to remember?
- Does it avoid symbols or reversed letters that require special graphics to reproduce?
- Does it avoid cute expressions such as Sunova Beach Hotel?
- Is there an alphabetical opportunity for appearing at or near the top of alpha listings?
- Is there an appropriate internet domain name available?

Name selection procedure

- Is there a long list of choices for testing against criteria?
- Will you sort the list, in order of preference, for elimination and selection?
- Will you register or protect one or more of the most preferred names in a corporate registry?

Need Help With Your Business Plan?

Whatever your situation or budget - let's discuss it!

For a FREE consultation with NO obligations, send a brief request to:

BPCoach@UncleMaxSays.com

or visit

<http://www.unclemaxsays.com/businessplancoaching/bpcoaching.php>