

Business Highlights

Executive Summary

I. The Market Opportunity	1
Overview	
Industry Characteristics	
Customers	
Product Description	
Source of Unfair Advantage	
II. The Company	2
History	
Management	
Mission or Vision Statement	
Goals and Objectives	
Key Success Factors	
S.W.O.T. Analysis	
Operations	
Locations and Facilities	
Capitalization	
Use of Proceeds	
III. Growth Strategy & Implementation.....	3
Growth Initiatives	
Market Analysis	
Marketing Plan	
IV. Competitive Analysis	4
Competitive Overview	
Why we'll win?	
V. Research & Development.....	5
VI. The Context	6
Macroeconomic Environment	
Regulatory Environment	
VII. Risk and Reward.....	7
Summary of Significant Accounting Policies	
Balance Sheet Assumptions	
Income Statement Assumptions	
Projected Schedule of Income	
Projected Balance Sheet	
Projected Cash Flows	
Appendices	
Business Case	
Customer & Expert Testimonials	