

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"What is an Investor-Ready Business Plan?"

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It is officially the holiday season since the last newsletter release. Hoping each and every one of you had a wonderful Thanksgiving and looking forward to the Christmas season!

In the upcoming year I am looking to change some of the things I do with the monthly newsletter and looking to you for some great ideas. An example of what I am thinking of doing would consist of having the main topic of discussion be developed by someone I have met at a networking event. Looking for more ideas please let me know what you think.

This month's issue of my newsletter is on the topic "What is an Investor-Ready Business Plan?" An Investor-Ready Business Plan is going to be read by Venture Capitalist. It should make sense that they are looking to invest their money with you compared to a bank so a good rule of thumb is to add as much detail as you can since they are going to be looking at it from a different angle.

Happy Networking!

*Chad*

"The NetworkKING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,000 monthly** other businesses to find your business why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

## What is an Investor-Ready Business Plan?

Not all business plans are created equal. A plan for internal use will look drastically different from one you plan to submit to lenders. And one you will use to generate investor interest will be different still. If you will be sending your plan to potential investors, you need to tailor it to them - "investor-ready" business plan.

An investor-ready business plan will tell venture capitalists and angel investors what they need to know to decide whether or not to invest in your company. You will need to look at your plan through the eyes of the investors and address their concerns.

The investors, both VCs and angels, are risking their hard-earned capital by investing in your venture in the hope of long-term returns worth many times their original investment. They will want to see a well-executed, plan that demonstrates you have a clear mission.

Here are some of the things your plan should address:

**Management.** Express your knowledge, passion, and dedication to your business as best as you can. The competence of your team, along with their experience levels and their commitment levels, are factors that investors look into before making their decisions.

**Your product or service.** Describe in detail the product or the services you will or already do offer.

**Customers.** Communicate to your potential investors that you understand the market for your product or service, know the needs and requirements of your customers, and can meet these needs.

**Marketing plan.** This section will outline your sustainable competitive advantage to your investors. Assure them that you will succeed where others have failed. Include a definitive description of your customers, market size, demographics, characteristics, growth prospects, trends, and sales potential per product or service category.

You will also define your pricing strategies and describe how pricing will influence the growth potential of each product or service. Include the future growth, market share, and trend influences.

**Barriers to entry.** The barrier to entry section outlines your business strategy to keep your competitors at bay and grow in the market. Investors need to feel comfortable about the soundness of your strategy before they invest in your venture.

Investors may receive **1000's** of business plans for each one company they actually invest in.

Make sure to follow these steps and you will be well on your way to success. If need help along the way feel free to email us at [info@thewriteplanllc.com](mailto:info@thewriteplanllc.com) and we will be sure to get you back on track. ☺



## Advertise here



### Cash Flow Matters

A business cannot survive just because it has a better product, an exclusive market or the best method of distribution.

The catalyst required for progress is cash. Liquidity is always the issue in high growth or distressed situations, yet interest costs are virtually never mentioned as a reason for failure, whereas lack of working capital is!

Financing, when appropriate or necessary, can help maintain adequate and consistent cash flow to stay competitive and profitable to keep your company growing.

For example, Leasing is one way to preserve cash to acquire or upgrade cutting edge technology equipment with no money down, flexible payments and possible tax benefits for qualified lessees.

We've helped companies of every size capitalize on how the "right" financing can make a difference.

Call to see how we can help you.



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