



BUSINESS PLAN

PREPARED FEBRUARY 2023

CONTACT INFORMATION

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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Appendix A

Works Cited

1. EXECUTIVE SUMMARY

1.1 BUSINESS CONCEPT

[REDACTED]

1.1.1 PROBLEM

Market research showed [REDACTED]

[REDACTED]

1.1.2 SOLUTION

[REDACTED] It is an affordable option for clients because of [REDACTED] limited overhead cost associated with a remote work environment.

1.2 VALUE PROPOSITION

[REDACTED]

1.3 BUSINESS MODEL

[REDACTED]

1.4 MARKET SUMMARY

1.4.1 TARGET MARKET

The target audience consists of [REDACTED]. [REDACTED] can remain viable by working simultaneously with multiple businesses that do not have the volume of [REDACTED] work necessary to employ a full-time staff member.

1.4.2 MARKET TRENDS

Clients of [REDACTED] in the U.S. are made up of professional, scientific, and technical services (37%), followed by manufacturing (16%), administrative and support services (8%), and publishing industries (not including web – 6%) (U.S. Bureau of Labor Statistics, 2022).

1.4.3 COMPETITIVE ANALYSIS

A search in local business directories showed [REDACTED].
[REDACTED] Of similar businesses reviewed, only [REDACTED]

Most other Alaskan businesses reviewed focused on [REDACTED].

1.5 MANAGEMENT TEAM

Business will consist of [REDACTED]. During the first three years of business operation, [REDACTED] manage bookkeeping, invoicing, collections, and taxes, with the ability to contract additional resources thereafter.

1.6 FINANCIAL SUMMARY

[REDACTED] Costs include business name registration, LLC registration, business license, business insurance, business loan interest, communication tools, and business tools (see tools in Appendix A, Tables A-3, and A-4)

1.6.1 BREAKEVEN POINT

[REDACTED] fixed average annual cost is [REDACTED] per month. With an employee hourly rate of [REDACTED] and a variable cost of [REDACTED] (20%) per hour, the contribution margin is [REDACTED] per hour. [REDACTED] employee would require at least [REDACTED] work hours per month to recover costs.

1.6.2 3-YEAR LOOK-AHEAD

[REDACTED] total estimated expenses over three years is [REDACTED]. [REDACTED] estimated average annual expenses over three years is [REDACTED]. Expenses are assumed to remain stable over this period.

1.6.3 FUNDING REQUIREMENTS

[REDACTED] requires [REDACTED] to launch and operate [REDACTED] for three years.

1.7 CLOSING

The business owner and [REDACTED] will use some existing tools and home office space, which reduces expenses. [REDACTED] providing 25% of the [REDACTED] needed for the first three years of operation. As such, the business owner seeks a [REDACTED] microloan for [REDACTED].

2.1 COMPANY DESCRIPTION

businesses within Alaska.

will remotely provide [REDACTED]
business case considered business structure, workforce, cost, and constraints for startup.

[REDACTED] will effectively produce and deliver informed [REDACTED] materials that contribute to a wider body of knowledge for target demographics via a variety of channels.

as that is a niche market not well-addressed by competition in Alaska. The business owner is also skilled [REDACTED], thus, able to provide these services without the need for additional resources. For larger projects or those involving [REDACTED], the business owner will contract additional resources on a project basis.

The status of currently owned versus needed new or replacement communication and business tools to operate █████ are available in Appendix A, Tables A-3, and A-4.

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The business owner committed [REDACTED] personal funds to develop [REDACTED] in 2022. An SBA microloan of [REDACTED] would provide adequate funding for the first three years.

3. COMPETITIVE ANALYSIS AND ADVANTAGES

Review of Alaska Small Business Development Center's (AK SBDC) business directory for businesses with similar services to [REDACTED]

4. MARKETING OPPORTUNITY AND ANALYSIS

4.1 CUSTOMERS

[REDACTED] summarizes the ideal customer profile as 1) [REDACTED]; or 2) [REDACTED]; and/or 3) [REDACTED].

4.1.1 WHAT CUSTOMER PROBLEM TO SOLVE

Customers need options for [REDACTED] without having to hire a full-time employee or a large-scale firm when work may be limited (e.g., short-term, or intermittent).

4.1.2 SOLUTION TO CUSTOMER PROBLEM

[REDACTED] presents a low-cost solution for clients seeking to contract qualified professional(s) for [REDACTED] who do not want, or cannot afford, to hire larger firms. [REDACTED] is a strategic fit by providing [REDACTED] that reduces overhead costs by working remotely.

4.2 MARKET SEGMENT

The target audience is assumed to afford [REDACTED] services because the ideal customer is likely in a position [REDACTED]

4.2.1 SIZE OF MARKET

Alaska ranks in the lowest category for the employment of [REDACTED], defined as the range between 30-120 individuals. Alaska's annual mean wage for [REDACTED] falls between \$72,430-\$78,450 USD. By comparison, California employs the most [REDACTED] in the U.S., defined as the range from 1,340-6,16 individuals, and pays the highest annual mean wage of \$95,170 USD (U.S. Bureau of Labor Statistics, 2021).

5. ORGANIZATION AND MANAGEMENT TEAM

5.1 FOUNDER

[REDACTED]

5.2 FORM OF OWNERSHIP AND PARTNERSHIPS

[REDACTED] will be a limited liability company (LLC). Formal partnerships and cooperatives are not presently applicable business structures for [REDACTED].

6. OPERATIONAL PLAN

6.1 DESCRIPTION OF OPERATIONS

[REDACTED] will be operated out of the business owner's home office in [REDACTED]. Charges to the client will consider the costs associated with operating a business from home.

6.2 EXIT STRATEGY

If [REDACTED] after three years, or someone wishes to purchase it before then, the owner will sell the business at triple the valuation.

7. FINANCIAL ANALYSIS

[REDACTED] total estimated expenses over three years is [REDACTED], with an average annual cost of [REDACTED]. Business expenses are assumed to remain relatively stable during this period. With an employee rate of [REDACTED] and a variable cost of [REDACTED] (20%), the contribution margin is [REDACTED]/hour. EWE's sole employee would require at least [REDACTED] work hours per month to recover costs. See Appendix A Table A-1 for [REDACTED] financial analysis and Table A-2 for [REDACTED] balance sheet.

8. FUNDING REQUEST

The business owner seeks a [REDACTED] microloan for [REDACTED].

APPENDIX A

Table A-2: Balance Sheet

CURRENT ASSETS	2023
Cash	\$
Prepaid Expenses	\$
Short-Term Investments	\$
TOTAL CURRENT ASSETS	\$
FIXED (LONG-TERM) ASSETS	
Long-Term Investments (retirement)	\$
Property (value)	\$
Vehicle (value)	\$
Intangible Assets (branding)	\$
TOTAL FIXED (LONG-TERM) ASSETS	\$
OTHER ASSETS	
Other (office equipment)	\$
TOTAL OTHER ASSETS	\$
TOTAL ASSETS	\$
CURRENT LIABILITIES AND OWNER'S EQUITY	2023
Accounts Payable	\$
Short-Term Loans	\$
Income Taxes Payable	\$
Current Portion of Long-Term Debt	\$
TOTAL CURRENT LIABILITIES	\$
LONG-TERM LIABILITIES	
Long-term debt (remaining on house)	\$
TOTAL LONG-TERM LIABILITIES	\$
OWNER'S EQUITY	
Owner's Investment	\$
TOTAL OWNER'S EQUITY	\$
TOTAL LIABILITIES AND OWNER'S EQUITY	\$
FINANCIAL RATIOS	2023
Debt Ratio (Total Liabilities / Total Assets)	\$
Current Ratio (Current Assets / Current Liabilities)	-
Working Capital (Current Assets - Current Liabilities)	\$
Assets-to-Equity Ratio (Total Assets / Owner's Equity)	\$
Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)	\$

Table A-3: [REDACTED] Communication Tools and Current Status (see Table A-1 for costs)

TOOL	STATUS
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[REDACTED]	
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Table A-4: [REDACTED] Business Tools and Current Status (see Table A-1 for costs)

TOOL	STATUS
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[REDACTED]	
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WORKS CITED

