

Business Name



economic
mobility
initiative

department
of economic
opportunity
COUNTY OF LOS ANGELES

Legal Structure

ENTREPRENEURSHIP ACADEMY SIMPLIFIED BUSINESS PLAN

Company Description

Permits and Licenses (Existing and Pending)

Staff (Existing and Projected)

Products and Services

Distribution Channels

Competitive Advantage and Pricing Strategy

About Industry and Competitors

Competitive Advantage

Target Market

Marketing strategies (existing and new strategies to pursue)

Business Growth Strategies

Current Financials or Projections to include the following Gross Profit:

Income Category	Annual Projection (\$)
Sales / Revenue	
Total Income	

Cost of Goods and Services Category (COGS)	Annual Projection (\$)
Purchases	
Employees	
Shipping / Packaging	
Total COGS	

Gross Profit	Projected Amount (\$)
Total Income - Total COGS =	
Gross Profit	

Current Financials or Projections should include the following Operating Expenses:

Expenses	Annual Projection (\$)
Accounting & Legal	
Advertising / Marketing	
Auto Expenses	
Bank Service Charges	
Supplies	
Dues and Subscriptions	
Insurance	
Janitorial	
Lease / Rent	
Merchant Fees	
Outside Labor	
Owner Draw	
Payroll	
Postage & Shipping	
Taxes and Licenses	
Telephone, Fax, Internet	
Utilities	
Total Operating Expenses	

Net-Ordinary Income	Amount (\$)
Gross Profit - Total Operating Expenses = Net-Ordinary Income	

How will this grant support your business launch or growth?