

*Create a plan
that ensures
financial success!™*



POWERFUL

- Financial Analysis and forecasting tools
- 65 effective graphs, charts and reports

EASY

- Get started quickly, step-by-step wizards
- EasyInterview™, just fill in the blanks

COMPLETE

- For Product, Service and Web businesses
- Sample plans covering 25 different industries

PROFESSIONAL

- Preferred format for executives and investors
- Used by the Small Business Administration



PROFESSIONAL

Business PlanMaker™

DELUXE

Define your business.

Whether you're starting a business or expanding your organization, Business PlanMaker™ helps you create professional business plans that ensure financial success.

7 Easy Steps to a Successful Plan

1 Step-by-Step Wizards

Gather the information you'll need for your plan, step-by-step. **EasyInterview™** questions and fill-in-the-blank forms get you the plan that's just right for your business.

2 View Sample Plans

Get ideas for your plan and save time writing. Review persuasive, professionally-written plans covering 25 industries. Start with example paragraphs recommended by the pros for all kinds of businesses.

3 Ensure Financial Success

Business PlanMaker™ uniquely ensures that your business strategies makes financial sense before you spend time writing your plan. Then, a powerful **FinancialForecaster™** illustrates why your plan makes financial sense using 65 charts, graphs and reports.

4 Define Your Market

You know your markets, competition, customers, pricing, distribution channel, and promotional activities better than anyone. **Marketing Plan** helps you communicate to potential investors why your plan will beat the competition.

5 Pull Everything Together

Describe your business, products, services, historical background, management, key operations, ownership, goals and strategies. Pull all information together into a compelling presentation that sells your ideas.

6 Customize Your Plan

Built in word processor and spreadsheet programs give you complete control over your presentation. **What If?** scenarios show you the effects of changes in your assumptions.

7 Publish Your Plan!

When your plan looks professional, so does your business. Business PlanMaker assembles your plan into a format that's preferred by executives, lenders, and financial institutions.

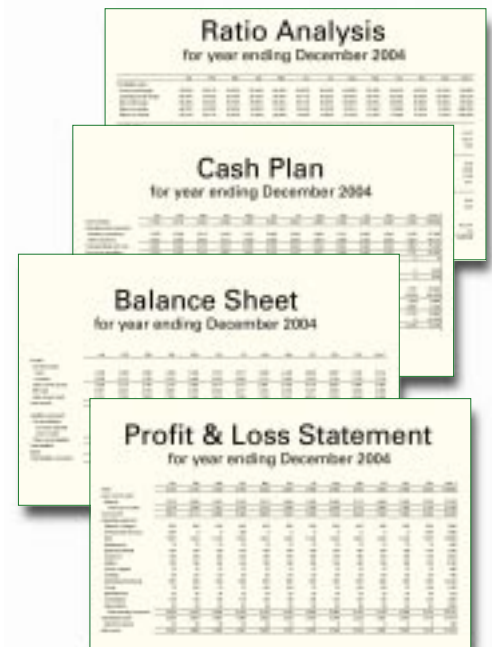


Write your plan quickly, step-by-step. Advice, explanations, tips, and examples are available at each step.

In minutes you'll create

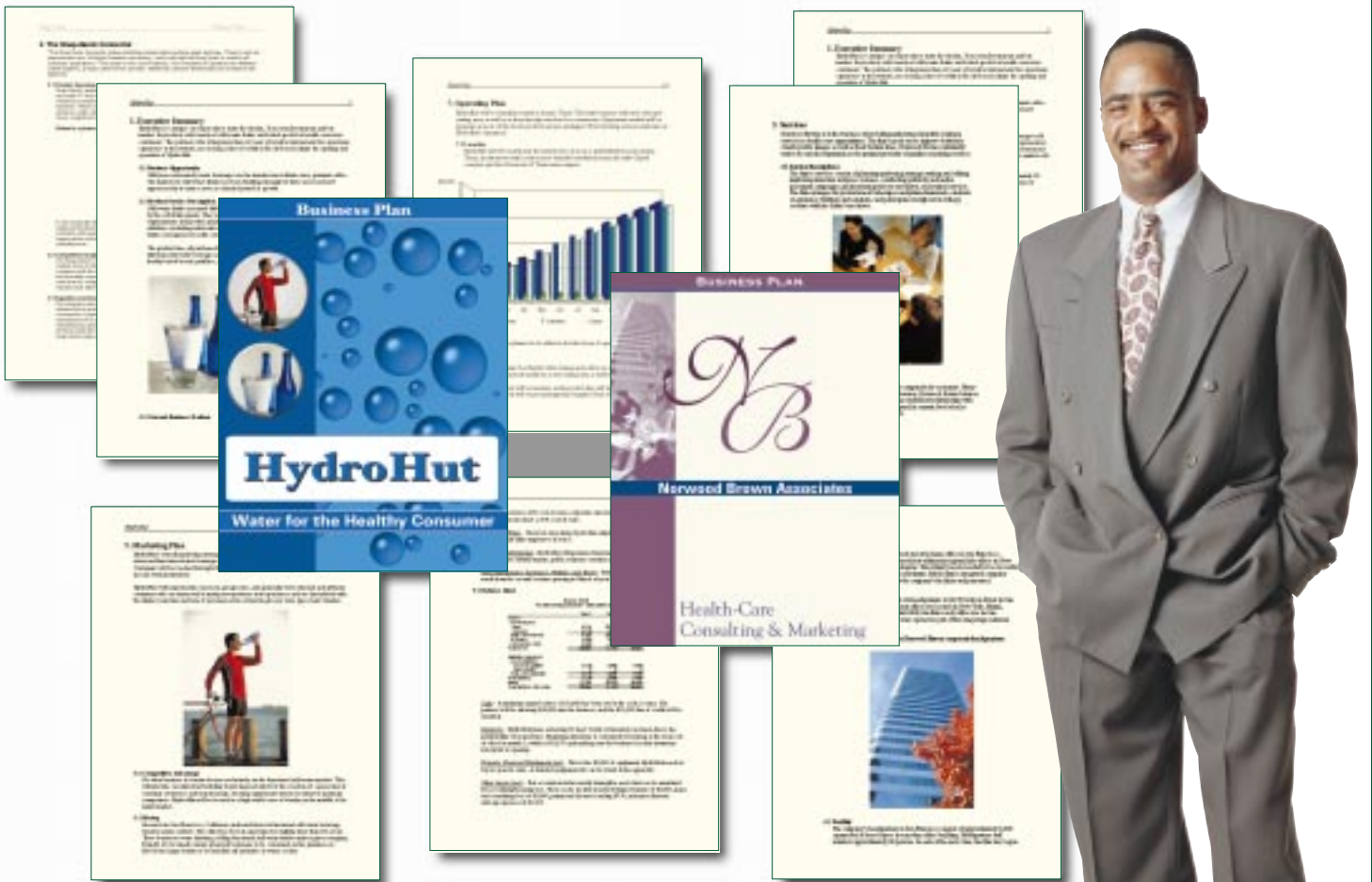
- Profit & Loss Statements
- Balance Sheets
- Cash Plans
- Sales Forecasts
- Expense Budgets
- Ratio Analysis
- Break Even Analysis
- Sales by Category
- Expenses by Category

Fast, Easy and Powerful financial forecasting tools. Compelling charts and reports sell your plan to investors and executives.



Share your vision.

Present your business plan in the recommended professional format preferred by executives, employees, bankers and investors.



About Professional Business PlanMaker Deluxe™

Experts Say:

"Finally - a fast, easy solution for small business financial forecasting." - **Entrepreneur Media**

"Business planning just became easier...guides the small business entrepreneur step-by-step to create a business plan that can be presented to a lender, other financial backer, employees and managers."
- **Small Business Administration**

Used by Small Business Administration in Small Business Development Centers, Business Information Centers, (SBA) training and counseling centers around the country.

Customers Say:

"...helped us get the funding we needed to get our business started. Without it, we'd still be writing our business plan today." - **S.B., Received Funding**

"As a consultant, I use [Business PlanMaker] to help my clients start and grow their businesses." - **J.B., Started Business**

"...helped us get the necessary financing we needed to expand our business. This software is a great asset for any new or existing business owner."
- **S.D., Expanded Operations**

"...output is well organized and professional. As a CPA, I was very impressed with its thoroughness and ease of use." - **R.S., Impressed Investors**

Create a plan that ensures financial success!™*

Whether you're a start-up, entrepreneur or an established business, the best way to sell your plan is to show how your business will be profitable. Business PlanMaker™ creates compelling business plans that ensure financial success.

10 Ways Business PlanMaker™ Advances Your Business!

1 Define Your Business
Turn your dreams into reality and chart a new course for your business.

2 Organize Your Thoughts
Assemble your ideas into an efficient presentation that sells your proposition.

3 Identify Opportunities
Discover new opportunities, analyze risk and identify unforeseen challenges early.

4 Ensure Financial Success
Illustrate the financial benefits of implementing your plans and strategies.

5 Beat The Competition
Define your products and services, identify your customers, and win the market.

6 Achieve Your Goals
Establish direction for your business, set objectives and tactics, and monitor progress.

7 Provide Leadership
Convey your key messages and objectives to employees, partners, and executives.

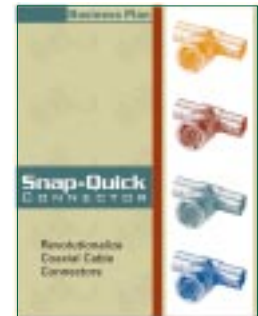
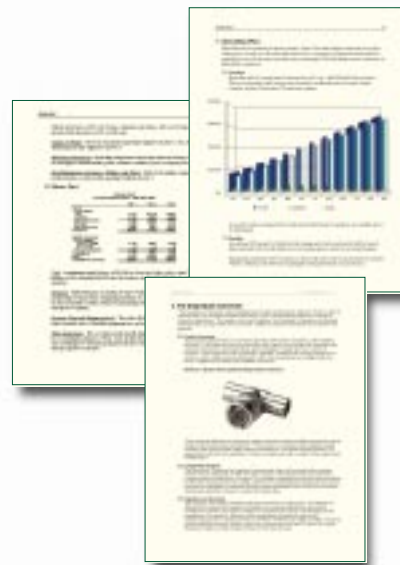
8 Share Your Vision
Sell your proposition to investors, financial institutions, even family and friends.

9 Generate Excitement
Build the momentum your business needs to advance to the next stage.

10 Receive Funding
Create a persuasive, compelling plan that gets the funding you need.

Step-by-Step Wizards

EasyInterview™ gathers your information step-by-step with advice and examples at each step, then automatically assembles everything into a powerful presentation that sells your vision.



Sample Business Plans

View the best sample plans from 25 industries. Avoid writer's block and use compelling paragraphs, pre-written by the professionals.†



Profit & Loss Statement
for year ending December 2004

A screenshot of a software-generated Balance Sheet for the year ending December 2004. It is a table with multiple columns and rows, showing financial data in a structured layout.

Fastest Financial Tools

The best way to sell your plan is to show how your business will be profitable. The industry leading forecasting tools ensure your plan makes financial sense before you start. Over 65 graphs, charts and reports illustrate for investors why your plan will be successful.



Included Free Inside!

Top business book for starting and expanding your business, *What No One Ever Tells You About Starting Your Own Business: Real Life Start-Up Advice from 101 Successful Entrepreneurs* – by Jan Norman



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View Professionally-Written Business Plans for the Following Industries:

- Marketing and PR
- Personal Services
- Residential Services
- Commercial Services
- Beverage Consultants
- Manufacturing Products
- Law Enforcement
- Retail Products
- Computer Service Providers
- Restaurant and Bar
- Household Painting
- Counseling/Mental Health
- Computer Hardware
- Personal Training
- Transportation Services
- Vacation Planning
- Contractor
- Hardware Manufacturer
- Auto Services
- Health and Medical
- Specialized Furniture Retailers
- Sports and Fitness
- Internet Startup
- And more!

Supports all Business Types:

- Sole Proprietorships
- Partnerships
- S-Corporations
- C-Corporations
- Limited Liability Company
- Start-up Businesses
- Established Corporations
- Web-Based Businesses
- Product Companies
- Service Businesses

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SYSTEM REQUIREMENTS

- Pentium® PC or Higher
- Microsoft® Windows XP, ME, 2000, 98, NT
- 32 MB RAM available
- 20 MB Hard Drive space available
- Double Speed CD-ROM Drive
- Color VGA or higher display (800 x 600 recommended)
- Mouse
- Printer (recommended)

† Information in sample material, sample reports and screen captures is fictitious. Any resemblance to a actual business names, products, services and concepts is coincidental. † Reviews and customer comments refer to Financial Forecaster, Ultimate Business Planner and What If? (previous versions of Professional Business Plan Maker Deluxe). No actual endorsement is made by any company or government agency listed. USE OF THIS PRODUCT SUBJECT TO THE RESTRICTIONS AND THE LIMITATIONS OF WARRANTY UNDER THE AGREEMENT CONTAINED ON THE SOFTWARE HEREIN.

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