

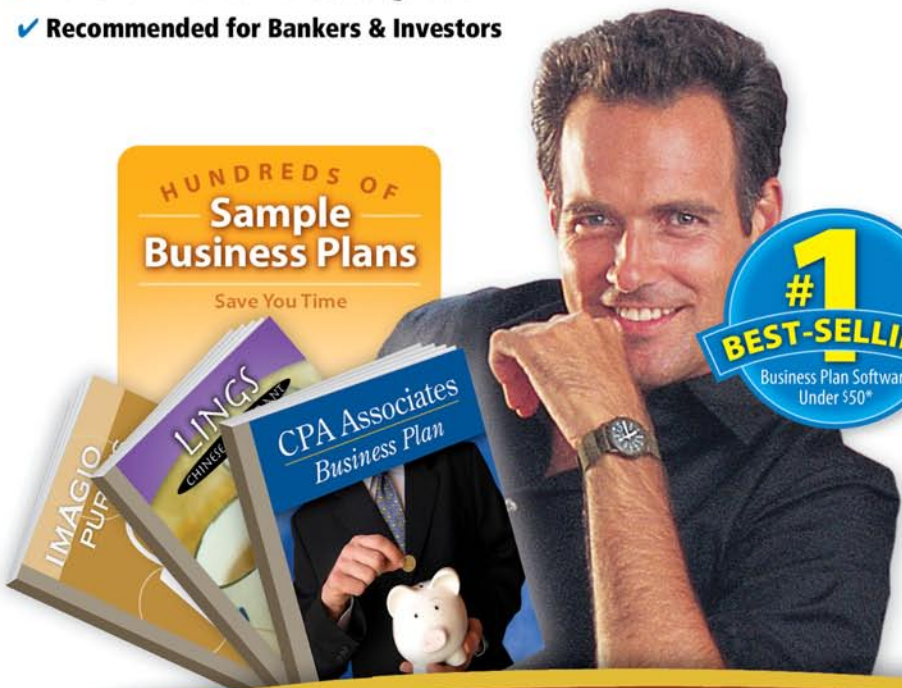
Individual

- ✓ Easy, Step-by-Step Interview Wizards
- ✓ Professionally-Written Sample Plans
- ✓ Powerful Financial Forecasting Tools
- ✓ Recommended for Bankers & Investors

PROFESSIONAL BUSINESS PLANS

HUNDRED OF SAMPLES

EASY & COMPLETE



HUNDREDS OF  
Sample  
Business Plans

Save You Time

#1  
BEST-SELLING  
Business Plan Software  
Under \$50™

Write a plan that ensures  
financial success!™

# Business Plan Maker™

PROFESSIONAL

DELUXE



**100% CUSTOMER SATISFACTION GUARANTEE!**

- Step-by-step guides & wizards
- Interactive & printable user guide
- FREE (800) customer support

**Business PlanMaker™** helps you develop a business plan and financial model to present the most compelling business case to your management team, employees, and investors. You'll save hours of time and create a professional business plan in the format preferred by financial experts.



“

“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**

“I have a couple of business ideas that I'm developing and your product has been indispensable.” — **Entrepreneur**

“...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.” — **Small Business Owner**

“We successfully launched an online store from inception within weeks.” — **eBay® Store**

“Finally, a fast, easy solution for small business financial forecasting.” — **Entrepreneur Media**

”

**SPECIAL BONUS!**

Includes one free Quicktrends report from Integra, the leading provider of benchmarking and valuation data (a \$45 value)

Learn the average performance of your industry. Find out what profit margins to expect for your business and how much cash you'll need based on industry averages. Includes a **Summarized Income Statement, Balance Sheet, and 12 Key Financial Ratios.**

**10 WAYS  
BUSINESS PLANMAKER™  
ENSURES YOUR SUCCESS!**

### Define Your Business

Turn your dreams into reality and chart a new course for your business.

### Organize Your Thoughts

Assemble your ideas into an efficient presentation that sells your proposal.

### Identify Opportunities

Discover opportunities, analyze risk, and identify unforeseen challenges early.

### Ensure Financial Success

Illustrate the financial benefits of implementing your plans and strategies.

### Beat The Competition

Define your products and services, identify customers, and win the market.

### Achieve Your Goals

Establish direction for your business, set objectives and monitor progress.

### Provide Leadership

Convey your key messages to employees, partners, and executives.

### Share Your Vision

Sell your proposition to investors, financial institutions, family, and friends.

### Generate Excitement

Build the momentum your business needs to advance to the next stage.

### Receive Funding

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

## EASY & FLEXIBLE!

Works the way you want—  
either start with your finances first  
or jump right into writing the plan

## POWERFUL!

Create 5-year financial  
forecasts & projections

## EASY & COMPLETE

# Write a Professional Business Plan That Ensures Your Success!

Any business plan writing software can help you organize your thoughts into a business plan, but **Business PlanMaker™** has the best financial tools you'll need to fully evaluate and analyze your business ideas and create a plan that supports your business model. You'll demonstrate not only how your ideas will be profitable, but when.

## ACCURATE!

Calculate financials with  
100% confidence – quickly,  
accurately & error-free!

## 1 Easy, Step-by-Step Interviews

Get started quickly and easily. An interactive wizard guides you through each stage with advice, examples, and tips. Simply answer a few plain-English questions and quickly visualize the business of your dreams.

Easily navigate through each section

Sample material & advice for each step

Create charts & graphs automatically  
with your information

Interactive wizards guide you  
through each step

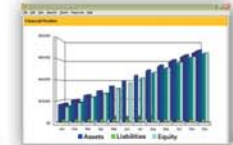


## IMPRESSIVE!

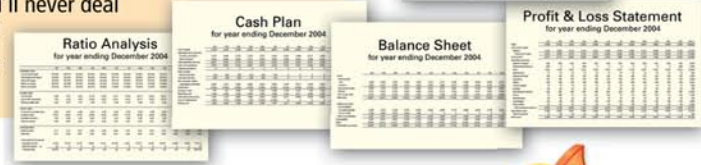
Charts & reports  
including pie charts

## 3 Fast, Accurate Financial Forecasts

Build a comprehensive set of financial projections, complete with 65 effective graphs, charts, and reports. Powerful financial tools automatically project sales, expenses, and cash flow quickly and accurately, so you'll never deal with complicated formulas, reports, or graphs again.



Create impressive  
financial statements  
without complicated  
spreadsheets



## 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

## CHECK FOR ERRORS

PlanReviewer™ checks  
for financial accuracy,  
spelling & completeness

## 4 Publish in Preferred Format

Your plan is prepared using the recommended format preferred by executives and investors. Enhance your plan with graphics, photos, and cover illustrations. Then print, e-mail, create a PDF or export to Word and Excel®.

## CREATE A PLAN TO DISTRIBUTE TO OTHERS

- Bankers
- Lending Institutions
- Venture Capital Firms
- Family & Friends
- Angel Investors
- Small Business Administration
- Employees & Partners
- Private Investors
- New Business Units
- Executives & Managers

## 2 Samples and Recommended Phrases

Never start from scratch. Get started with professionally written sample plans for hundreds of businesses, each pre-written by professional consultants for most industries and indexed for easy searching.

Thousands of professional examples are available at each step



## Ordinary People, Extraordinary Results!

### LING'S RESTAURANT

"...helped us get the funding we needed to get our business started. Without it, we'd still be writing our business plan today."

— Restaurant Owner, Received Funding



**PROFESSIONAL!**

Includes nearly 300 professionally written business plans

# Professionally Written Sample Plans for Hundreds of Businesses

With plans authored by professional business plan writers, you'll see the higher quality difference instantly. Each plan includes 20-30 pages of essential information and up-to-date financial figures for your business model. All plans are 100% customizable so you can get started more quickly.

## Accounting, Finance & Banking

Accounting Services  
Financial Consulting  
Financial Planning  
Financial Services  
Investment Firm  
Leasing Company  
Private Equity Firm  
Stock Market Information  
Stock Trading  
Venture Capital Firm

## Advertising, Marketing, & Public Relations

Advertising Agency  
Direct Marketing Service  
Event Marketing Company  
FLASH Animation  
Graphic Design Firm  
Marketing Services  
Product Research  
Public Marketing  
Public Relations Firm  
Sports Marketing Company

## Arts, Entertainment & Media

Art Trading  
Art Valuation

Book Store  
Casting Company  
Content Brokerage  
Electronic Book  
Event Planning Company  
Gallery  
Media Analysis Company  
Music Production  
Online Advertising  
Video Animation  
Online Book Store  
Photo Archive  
Photo Finishing Service  
Web Portal

## Automotive & Transportation

Automatic Car Wash  
Automotive Dealer  
Automotive Repair  
Automotive Services  
Boat Trading / Selling  
Car Equipment Shop  
Car Service Center  
Limousine Company  
Mobile Car Services  
Self-Service Car Wash  
Transportation Services

## Construction & Maintenance

Commercial Construction  
Engineering  
Procurement Firm

## Customer Service

Call Center  
Office Management  
Office Services  
Service Testing

## Education & Training

Computer Training  
Educational Service  
Internet Training  
Kids Software Development

## Government, Non-Profit & Social Services

Animal Hospital  
Counseling Center  
Public Services  
Recycling Company  
Healthcare & Medical  
Counseling & Mental Health  
Health Care Facility  
Health Service  
Medical Equipment  
Private Medical Practice



Weight Reduction Service  
Wellness Center

## Hotel, Restaurant & Travel

Bar / Nightclub  
Beverage Consultant  
Beverage Distributor  
Catering Service  
Coffee Shop / Diner  
Gastronomy Business  
Health Food Café  
Hotel Services  
Internet Café  
Irish Pub  
Restaurant  
Sports Bar  
Tea House  
Tour Guide  
Travel Guide  
Wine Bar

## Information & Research

Data Processing  
Data Recovery  
Data Storage  
Economic Research  
Electronic Research  
Online Market Research  
Research  
Testing Service  
Trend Research Company

## Internet & E-Commerce

eBay® Business  
E-commerce Company  
Electronic Travel Guide  
Internet Development  
Company  
Internet Marketing  
Development  
Internet Portal Development  
Internet Service  
Internet Traffic Monitoring  
Match-Making Portal  
Online Education  
Online Electronic Equipment  
Online Gambling  
Online Shop  
Online Travel Guide  
Search Engine Service

## Law Enforcement & Security

Computer Security  
Corporate Governance  
Consulting  
Security Services  
Spam E-mail Protection

## Management & Consulting

Business Planning  
Consulting Company  
General Consulting Business  
Human Resource Consulting  
Investment Consulting  
Management Services  
Marketing Consulting Firm  
Personnel Consulting  
Procurement Consulting  
Risk Analysis

## Manufacturing, Operations & Facilities

Cigar Manufacturer  
Logistics Company  
Plastic Production

Procurement Company  
Receivables Management  
Shoe Factory  
Soft Drink Distribution  
Supply Chain Management  
Warehouse Company  
Watch Manufacturer  
Wholesale Company

## Personal & Professional Services

Art Consulting  
Career Consulting  
Career Services  
Cleaning Service  
Computer Repair Service  
eBay Service  
Home Interior Design  
Image Consulting  
Import / Export Business  
International Trading  
Internet Consulting  
Mobile Service  
Personal Care Service  
Personal Service  
Personal Training  
Product Guide  
Recruiter  
Repair Service  
Service Company  
Software Repair  
Wedding Planning

**HUNDREDS OF SAMPLES**

**FAST & EASY!**

Paste images, photos, charts & tables directly into your plan



## Sales & Retail

Accessory Store  
CD Shop  
Computer Trading  
eBay Shop  
Flower Shop  
Food Store  
Garden Products  
Hardware Store  
Retail Company  
Retail Food  
Retail Furniture  
Retail Grocery  
Second Hand Shop  
Trading Company

## Technology & Software

Business Software  
Computer Engineering  
Computer Maintenance  
Computer Protection  
Computer Service  
Data Analysis Software  
Development  
Financial Software  
General Computer Service  
Software Development

## SAMPLES FOR EVERY TYPE OF BUSINESS

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

## Real Estate

Brokerage Firm  
Property Management  
Real Estate Consulting  
Real Estate Exchange  
Real Estate Investment  
Real Estate Valuation

## Sports & Recreation

Bowling Alley  
Golf Instruction  
Indoor Sports Center  
Outdoor Equipment Store  
Recreation Center  
Spa Center  
Sports Equipment Store  
Tennis Center

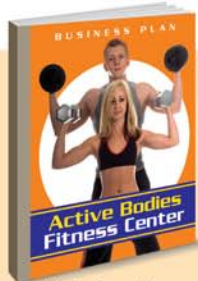
## Telecommunications

Cell Phone Provider  
Cell Phone Software  
Communications Software  
Mobile Content  
Cell Center Consultants

*This list represents a sample of nearly 300 plans included. Some plan titles may vary.*



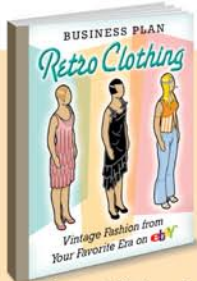
Secured Funding for Growth



Made Operations More Efficient



Evaluated a New Business Idea



Successfully Launched a New Business



## Ordinary People, Extraordinary Results!

### CPA ASSOCIATES

"...my plan was extremely well organized and professional. As a CPA, I was very impressed with its thoroughness and ease of use."

— Accountant/CPA, Impressed Investors



# Everything You Need to Launch Your Business!

Never written a business plan before? **Business PlanMaker™** includes exclusive training and resources for first-time entrepreneurs and essential tips on how to sell your vision to stakeholders.



Review and correct mistakes and omissions

## Check Your Plan for Errors

Review your business plan for financial accuracy and completeness. Catch missing sections or areas that are not ready for publication.

## Professor Teaches Business Planning

An interactive tutorial offers concise, comprehensive training to help you plan and run your new business successfully.



Learn all the aspects of planning a business

## Connect to Business Resources You Need

Get help launching your business with 750 resources, valuable government programs, a list of investors, publications, and business resources you'll need to get started. Includes valuable savings on business resources.



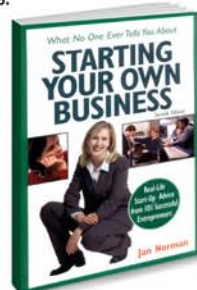
Over 750 indexed business resources

## Learn From Professionals

Draw on the experiences of successful entrepreneurs and learn beforehand how to avoid costly mistakes.

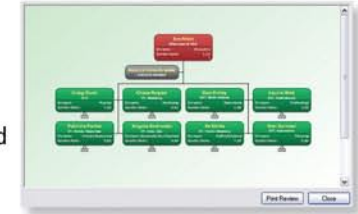
Includes book excerpt written by Jan Norman, Award-Winning Business Author

Read tips and advice from the pros



## Visualize Your Organization Chart

Illustrate the organizational structure of your company to your management team and key decision makers. Build scenarios quickly and create great looking org charts.



## Works with QuickBooks®

Easily import existing financials from QuickBooks® Financial Software to create business plans and financial projections.

## More Features Available for Writing Business Plans

### FAST & EASY

- Over 1,000 Samples (by section)
- Step-by-Step Wizard Interview
- Plain-English Questions
- Interview Questions
- Pre-formatted Spreadsheets
- Preferred Format by Investors
- Avoid Writer's Block
- Hundreds of Sample Plans

### BUSINESS PLAN SECTIONS

- Executive Summary
- Company Background
- Products
- Services
- Industry & Competition
- Market Analysis
- Operating Plan
- Marketing Plan
- Management & Organization
- Goals & Strategies
- Financial Assumptions

### IMPORT / EXPORT DATA

- Import QuickBooks Financials
- Export to Word® & Excel®
- Works with Microsoft Office
- Create a PDF File
- Automatic / Manual Entry
- Import Data

### BUSINESS PLAN FEATURES

- Income Worksheets
- Expense Worksheets
- Cost of Goods Sold
- Variable/Fixed Inventory
- Material & Labor Costs
- Monthly Income Projections
- Monthly Expense Projections
- Annual Growth Factor
- Loan Calculator
- Asset Accounts
- Annual Depreciation
- Line of Credit
- Long Term Loans
- Asset Purchases
- Annual Amortization

### CHARTS & REPORTS

- Automatic Charts & Reports
- 2D & 3D Charts & Reports
- Color Charts & Reports
- Balance Sheet
- Break-even Cash Analysis
- Break-even Sales Analysis
- Cash Plan
- Cash Summary
- Expense Budget
- Expenses by Category
- Financial Position
- Profit & Loss Statement
- Ratios
- Sales by Category
- Sales Forecast
- User Input Summary

### TYPES OF COMPANIES

- Sole Proprietorships
- Partnerships
- S-Corporations
- C-Corporations
- Limited Liability Corporations
- Start-up Businesses
- Established Corporations

- Web-Based Businesses
- Product Companies
- Service Companies

### ADDITIONAL RESOURCES

- Business Card Creator
- Professor Teaches Business Planning
- Professor Teaches Excel
- Organizer & Contact Manager
- Business Startup Book
- Organizational Chart Maker
- Business Resource Center
- \$300 in Discount Offers
- Post Your Plan Online
- Legal Advice & Industry Profiles
- 25,000 Legal Documents
- Incorporating Assistance

**Includes Valuable Savings on Business Resources!**



## Ordinary People, Extraordinary Results!

### IMAGIO PURSES

"...helped me clarify our business plan for a presentation to my partners so we would have a real plan to work against. We self-funded about \$700,000, and established a \$500,000 loan with a major bank."

— Retail Store Owner, Launched Business





Version 9

Helped These Organizations Achieve Successful Results\*\*

- Allstate Insurance
- Concord Industrial Products
- Farmers Insurance Group
- Golden Benchmark Financial Services
- Magnolia Real Estate Enterprises, LLC
- UNICEF
- United States Air Force
- The UPS Store
- General Electric
- H&R Block
- 24 Hour Fitness
- SCORE
- Alabama A&M University
- University of Colorado
- Carnegie Mellon University
- Small Business Administration (SBA)



Write a plan that ensures financial success!™

Write a plan that ensures financial success!™

# Business Plan Maker

PROFESSIONAL DELUXE

**\*100% Customer Satisfaction Guarantee**

Individual Software guarantees that this product meets our highest quality standards. Our FREE technical support by toll-free (800) number is a demonstration of our commitment to 100% Customer Satisfaction. Additionally, if, for any reason within 30 days of purchase, we cannot ensure that the software will work on your system, we will gladly replace the software, exchange it for another product or refund your money.

**Individual Software Inc.**, 4255 Hopyard Road, #2, Pleasanton, CA 94588-9900  
Toll-Free Technical Support & Customer Service: (800) 331-3313 or [www.individualsoftware.com/support](http://www.individualsoftware.com/support)

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\*Source: The NPD Group / Retail Tracking Service (February 2004 – June 2008), #1 best-selling Business Development Publisher in dollars, average price under \$50.

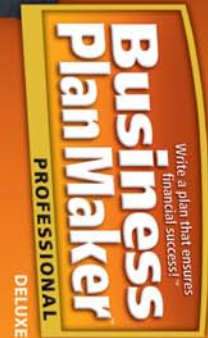
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**SYSTEM REQUIREMENTS**

- Intel Pentium or equivalent
- Microsoft® Windows Vista, XP and 2000
- 250 MB Hard Drive space available
- CD-ROM Drive
- SVGA video or higher
- Windows Printer

Companies portrayed on this package are intended for illustration purposes only. Any resemblance to real companies is purely coincidental.



Version 9



Write a plan that ensures financial success!™