



BONUS!
Entrepreneurial Library
 All the Tools You Need to Write a
 Quality Business Plan!

NEW!
 Intro Video
 to Get You
 Started!



Build a Powerful Business Plan
– Trusted by Over 200,000
Entrepreneurs & Bankers!



1,000+
Sample Business Plans &
Excerpts – Ready to Edit!

Business PlanMaker

PROFESSIONAL

Business PlanMaker

Get Business PlanMaker!
 It's the fastest and easiest way to
 write a winning business plan—
 guaranteed! In fact, over 200,000
 successful entrepreneurs have
 trusted their ideas to Business PlanMaker. Access the free
 tools below to build a quality plan today!



Free Tools to Help You Build a Quality Business Plan – and Get Funded!

- ✓ **Starting Your Own Business e-book by Jan Norman** – Read and get inspired with “big picture” concepts to include in your business plan. *Value: \$20*
- ✓ **Comprehensive Tutorial on Business Planning** – Learn what to include in a quality business plan to be successful and get funding. *Value: \$40*
- ✓ **Tutorial on Basic & Advanced Excel** – Use Excel skills to explore the “What If?” scenarios. Make an in-depth financial analysis before you commit to the numbers in your business plan. *Value: \$40*
- ✓ **Quick Trends Industry Report** – Analyze financial averages for your industry so you can forecast to match or exceed them in your business plan. *Value: \$45*
- ✓ **Organizational Charts for Your Business Plan** – Add an organizational chart and description of your management team to your Business Plan and impress your lenders. *Value: \$90*
- ✓ **Tutorial on Quickbooks®** – Easily import existing financials from Quickbooks to create financial projections (useful for Start-ups to demonstrate



their books are set-up, or for existing businesses seeking funding for expansion). *Value: \$20*

Business PlanMaker – Preferred by the SBA, SCORE & LENDERS!

“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**

“Business PlanMaker could be the difference between the success and failure of a business.”

– **SCORE (Service Core of Retired Executives)**

“We successfully launched an online store from inception within weeks.”

– **eBay® Store**

“Finally, a fast, easy solution for small business financial forecasting.”

– **Entrepreneur Media**

Will My Business Make Money?

Financial Forecasting Made Easy!

The first question in any new business is, "Will my business make money?" In just minutes, Business PlanMaker will help you build a comprehensive set of financial projections, complete with reports and charts. You'll not only know whether your idea will make money, but when it will make money. Unlike spreadsheets, you won't have to deal with complicated calculations, create formulas, or design and build reports or graphs. Business PlanMaker does it all for you!

No Prior Experience Needed!

Simply answer a few questions, fill-in the blanks, and Business PlanMaker does the rest!



Create impressive financial statements without complicated spreadsheets.

Create Impressive Reports in Minutes

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

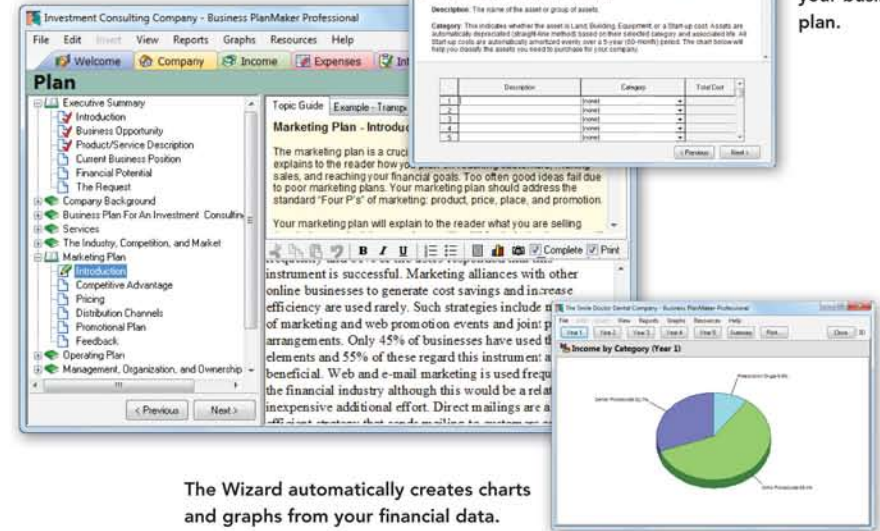
Easy & Complete

All the Tools You Need to Write a Quality Plan & Get Funded!

Business PlanMaker walks you through every step with "plain-English" instructions, advice, and how-to hints. Simply enter your text and combine it with your financials to produce the ultimate winning business plan.

Easy! Follow the Step-by-Step Guide

The friendly interface guides you through each step of your business plan.



The Interview Wizard makes it easy to build your business plan.

Easy to Use – Complete Results!

"...it was so easy to put my plan together. It helped us get the funding we needed to get our business started. Without it, we'd still be writing our business plan today."

— Ling's Chinese Restaurant, Seattle, WA



1,000 Professionally Written Sample Plans & Excerpts – Ready to Edit!



Business PlanMaker plans are authored by professional industry consultants, ready to edit—never start from scratch! Each plan includes essential information and up-to-date financial figures for your business model. Simply choose from the pre-written samples to help you complete your plan quickly. All plans are 100% customizable so you can get started quickly!

Publish in the Format Lenders Prefer & Get Funded!

- Plans are prepared using the format preferred by bankers and lenders.
- Enhance your plan with graphics, photos, cover illustrations, and org charts.**
- Print your completed plan, or e-mail, create a PDF, or export to Word and Excel.

**Create your organizational chart with the software included in this package.

Samples for Every Type of Business

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

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
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
Gallery
Media Analysis
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
Kid's Software
Development

Government, Non-Profit & Social Services

Animal Hospital
Counseling Center
Public Services
Recycling Company

Healthcare & Medical

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
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
Human Resource
Consulting
Investment Consulting
Management Services
Marketing Consulting
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

Real Estate

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

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

Sports & Recreation

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

Technology & Software

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



Telecommunications

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

This list represents a sample of over 1,000 plans & excerpts included. Some plan titles may vary.



Professional Samples – Impressive Plans!

"...my plan was extremely well organized and professional. As a CPA, I was very pleased with its thoroughness and the final presentation was very impressive."

— CPA Associates, Miami, FL



The Entrepreneurial Library

Packed With Business Planning and Start-Up Resources



Need some outside help? In addition to everything you need to complete your business plan, the Entrepreneurial Library is designed to improve the quality of your business plan content and help you get your business funded. The Library includes hundreds of business planning and start-up resources.



Plans – Present your business plan with confidence using the library of additional free resources in Business PlanMaker including Org Chart Express, tutorials on business planning, an ebook on Starting your Business, and more!

Funding – Access multiple sources to seek funding for your business plan, including Venture Capital Groups, Banks, Small Business Administration, SCORE, and more.



Legal – Find all the resources you need to learn the legal aspects of starting and running your business, including legal structures.

Incorporation – Review your options! Find out how to incorporate your new business, comply with state requirements, and other issues of incorporation.



Trends – Use valuable market research sites to study your industry and collect data for your business plan. Access the free Industry Trends report from Integra.

Websites – Tap into valuable business resources and information to create your company's website.



Marketing – Learn creative ways to market your new business with expert advice and tools to position your company to grow.

Resources – Business PlanMaker provides over 750 resources for you to start and run your new business.



Training – Learn the basic and advanced skills of Excel, and learn QuickBooks to establish your accounting system, from the country's leading interactive training tutorials, included free in this package.

More Features 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

Includes Valuable Savings on Business Resources!

Additional Resources

\$250 in Free Bonus Programs

- Professor Teaches Business Planning
- Professor Teaches Excel
- Professor Teaches QuickBooks
- Business Startup Book
- Organizational Chart Maker
- Entrepreneurial Library
- Video Preview
- Free Quick Trends Industry Report

\$300 in Discount Offers***

- 25,000 Legal Forms
- Incorporating Assistance
- Industry Profiles for over 700 Industry Sectors
- Business Graphics Software
- Peachtree by Sage Accounting
- Entrepreneur Magazine Business Books
- Business Card Designer
- Business Publisher for Collateral Materials

***These offers may include trials and up-selling.



Quality Business Plans – Successful Funding!

"...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."

— The Smile Doctor, Austin, TX



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Also compatible with
Windows® Vista® & XP

Business PlanMaker

PROFESSIONAL VERSION 12

Build a Powerful Business Plan – Trusted
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Customer Satisfaction Guarantee

Individual Software guarantees that this product meets our highest quality standards. Our FREE technical support is a demonstration of our commitment to 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.



SYSTEM REQUIREMENTS

- Intel Pentium or equivalent
- Microsoft® Windows 7, Vista, or XP
- 250 MB Hard Drive space available
- DVD-ROM Drive
- SVGA video or higher
- Windows Printer
- Internet access required for some applications

Individual Software Inc., 4255 Hopyard Road, #2, Pleasanton, CA 94588-9900

Tech Support: (925) 734-6767 or www.individualsoftware.com/support

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

*Source: The NPD Group / Retail Tracking Service (January 2006 – June 2010), #1 best-selling Business Development Publisher in dollars, average price under \$40.

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