**II. Analysis of the international business situation**

1. **Economic, political and legal analysis of the trading country**
	1. **Describe the trading country’s economic system, economic information important to your**

**proposed business/ product/ service, the level of foreign investment in that country**

* 1. **Describe the trading country’s governmental structure and stability, how the government**

**controls trade and private business**

* 1. **Describe laws and/or government agencies that affect your business / product / service:**

**B. Trade area and cultural analysis**

* + - 1. **Geographic and demographic information, important customs and traditions, other**

**pertinent cultural information, competitive advantages and disadvantages of the**

**proposed product and/or service.**

* + - 1. **Analysis of the potential location- importance and requirements of each trade documents**

**required by the U.S.A. and/or Canada and the country of choice.**

**III. PROBLEM**

List the top three problems your product/service is addressing.

**IV. CUSTOMER SEGMENTS**

Who are the taget customers? Describe the target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to the proposed product and/or service

**V. UNIQUE VALUE PROPOSITION**

What is the single, clear, compelling message that states why your product/service is different and worth buying?

**VI. SOLUTION**

What are the top three features of your product/service?

**VII. CHANNELS**

What are the pathways to customers?

**VIII. REVENUE STREAMS**

What is the revenue model and what are the lifetime values?

**IX. COST STRUCTURE**

What are the customer acquisition costs, distribution costs, human resources costs, and other additional costs?

**X. DETAILED FINANCIALS**

A. Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.)

1. Projected income statements by month for the first year’s operation (sales, expenses, profit/loss)

2. Projected cash flow for the first year

3. Projected cash flow by month for the first year’s operation

4. Projected balance sheet, end of first year

5. Projected three-year plan

6. A brief narrative description of the planned growth of the proposed business, including financial resources and needs

B. Proposed plan to meet capital needs (The following are recommended items for inclusion. You may select the appropriate items for your business.)

1. Personal and internal sources

2. Earnings, short-term and long-term borrowing, long-term equity

3. External sources

4. Repayment plans

5. Plan to repay borrowed funds or provide return on investment to equity funds

**XI. KEY METRICS**

What are the key activities that must be measured?

**XII. COMPETITIVE ADVANTAGE**

What about your product/service means that it cannot be easily copied or bought?

**XIII. CONCLUSION**

Specific request for financing, summary of key points supporting the financial request

**XIV. BIBLIOGRAPHY**

**XV. APPENDIX**