

**Concept Plan**

<http://visbdc.org>

**Client Name:** *(Last, First, MI)*

**Telephone:**

**Email:**

**1. Idea:** *(In 50 words or more, describe your basic business idea.)*

**2. Market:** *(In 50 words or more, describe your target market or customers.)*

**3. Profit:** *(What income do you expect to earn from profits or salary?)*

**4. Actions:** *(In 50 words or more, list three action steps to be taken before you open for business.)*

**5. Capital:** *(What capital do you need and where will it come from?)*