



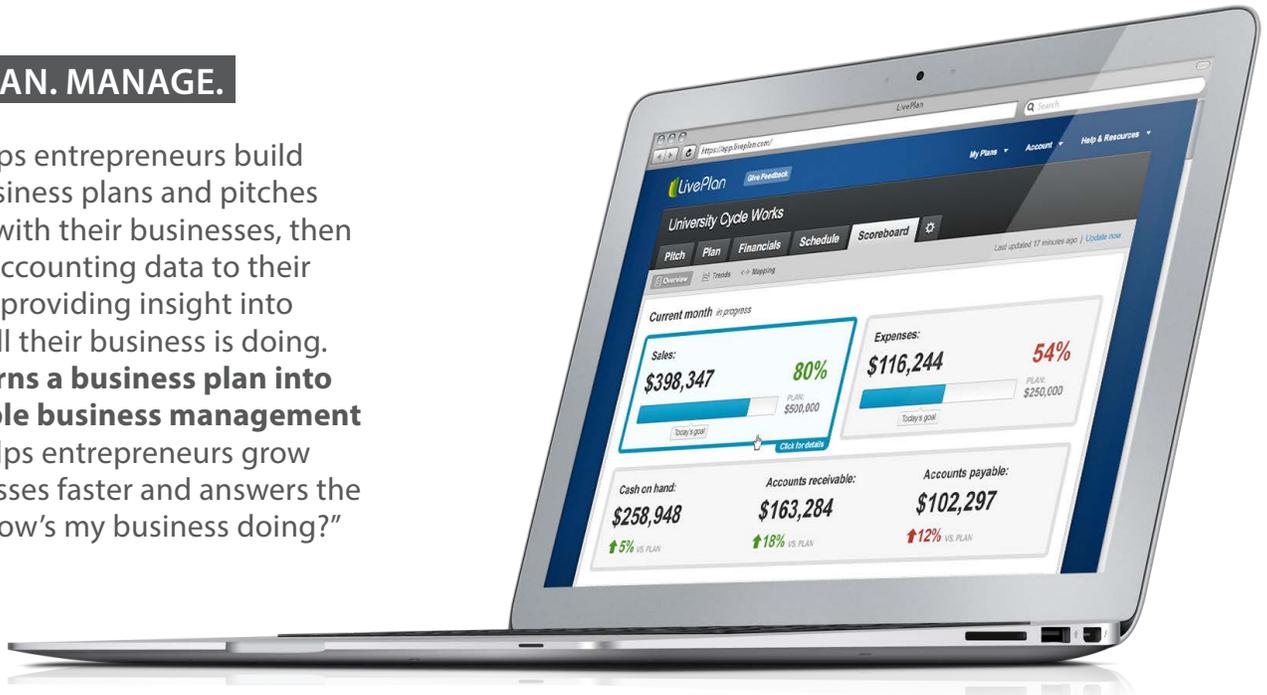
The #1 online business planning and management tool.

LivePlan Reviewer's Guide

PITCH. PLAN. MANAGE.

LivePlan helps entrepreneurs build dynamic business plans and pitches that evolve with their businesses, then syncs their accounting data to their projections, providing insight into just how well their business is doing.

LivePlan turns a business plan into an actionable business management tool that helps entrepreneurs grow their businesses faster and answers the question, "How's my business doing?"



LivePlan has received the *Top Ten Reviews Gold Award* and been touted as, "an essential tool for launching a startup" by *Inc.com*.

Fans include *PC World*, *The Wall Street Journal*, *CNN Money*, and *Entrepreneur* as well as over 70,000 entrepreneurs, small businesses, educators, and business students worldwide.

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Quick Facts...

- Over 70,000 users
- Customers in over 170 countries
- Used to help raise \$100s of millions in funding

Details...

- Supported browsers: Internet Explorer 8 and newer, the two most recent releases of Firefox, Google Chrome, or Safari for Mac or Windows.
- \$19.95 per month or \$139.95 per year (includes 2 users) + unlimited number of guest passes
- 60-day money-back guarantee
- No minimum term or contract (cancel anytime)



Pitch



Pitch to get funded

with a one page infographic that visually represents your business opportunity to investors, partners, and advisers.

Plan



Input your numbers

and let LivePlan do the rest with easy, error-free financial calculations and forecasting.



magic

tada

Choose a look

that complements your business from LivePlan's extensive catalogue of designs; update your look with a click!



Manage



Know your numbers

by easily accessing all your business data, in one secure, online tool. Includes QuickBooks integration.



Collaborate from anywhere

with simple, real-time collaboration with team members.



Track your success

with the dynamic, custom Scoreboard that tracks real financial progress against forecasts, providing insight into just how well your business is doing and where there is room for improvement.



“I need a short and sweet version of my plan to share with lenders, investors, partners, and advisors.”



Get noticed. **LivePlan's Pitch** feature guides you through quickly building a one-page infographic to represent your business.

“I’ve got 60 seconds to get my foot in the door.”

You’ve probably heard of an elevator pitch, but do you have one? The LivePlan Pitch helps you communicate the value of your business in as little as 60 seconds. Highlight the most important parts of your business on a single page. Print or securely share your Pitch page to tell the story of your business.

“My business model could use fine-tuning.”

The succinct and visual LivePlan Pitch is a core tenet of LivePlan's lean planning methodology. We find the most effective plans combine elements of the Lean Startup movement with the tried-and-true deliverables of the traditional business planning process. Lean planning encourages early-stage startups to stay nimble and adaptive by building a business model and a financial forecast that can be easily measured, tracked, and refined. The Pitch helps startups quickly adapt their overarching business model to account for real-world factors that affect business.

“Tell me more about the Pitch.”

Your Pitch will allow you to highlight:

- Company summary
- Market problem and your solution
- Sales channels and marketing activities
- Target market and segmentation
- Competition and your competitive advantage
- Funding needs and big picture financial projections
- Key milestones, team members, advisers, and more...



“My business is unique and I need a custom business plan...”

Unlike other cookie-cutter business planning tools, LivePlan is fully customizable. Your living business plan will be as simple or as highly customized as you need it to be and can evolve over time to meet your business' changing needs.

GARRETT'S BIKE SHOP 11

Sales Forecast Table

	FY2013	FY2014	FY2015
Sales			
New Bicycles	\$450,000	\$750,000	\$920,000
Accessories and Parts	\$100,000	\$170,000	\$190,375
Clothing	\$68,000	\$78,200	\$89,930
Repair and Service	\$168,000	\$190,900	\$219,535
University Patrol Service Contract	\$1,200	\$1,380	\$1,587
Total Sales	\$841,200	\$1,192,880	\$1,429,427
Direct Cost			
New Bicycles	\$310,080	\$510,000	\$625,600
Accessories and Parts	\$75,000	\$88,250	\$99,187
Clothing	\$23,800	\$27,370	\$31,475
Repair and Service	\$0	\$0	\$0
University Patrol Service Contract	\$0	\$0	\$0
Total Direct Cost	\$408,880	\$625,620	\$756,262
Gross Margin	\$432,320	\$566,360	\$673,165
Gross Margin %	51%	48%	47%

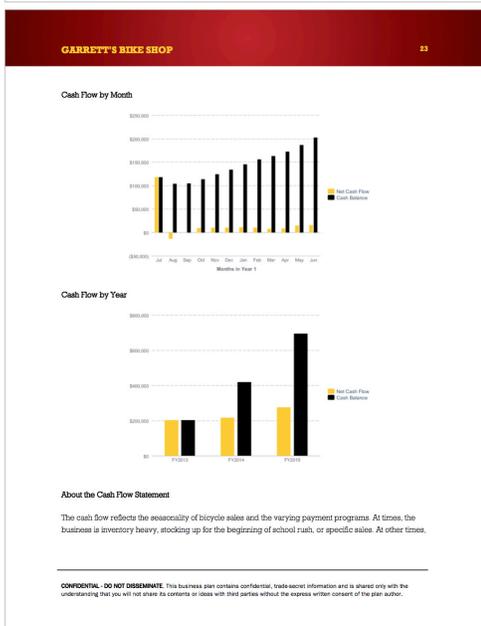
About the Sales Forecast

Sales vary season to season and with the academic school year. Surprisingly summer is the slowest season because there are fewer students in town. Business picks up in August with the return of the students and staff, and flourishes in September. Accessories and rainwear sales increase in the autumn and early winter. Repairs and maintenance are steady. Holiday sales are brisk, though generally leaning again to accessories, parts, rainwear, gloves, helmets, headlamps, etc. Winter sales are moderate, and then pick up in springtime as people put away their bikes and look forward to local outdoor activities, longer daylight hours, and drier weather.

We have three large sales promotions each year.

1. **Back to school in August/September.** This is our biggest sale of the year. New bicycles, locks, helmets, racks, fenders, backpacks. We always search for a special purchase of good quality, but value priced bikes for this sale such as year end models, slow sellers, new line bikes to break into the market. These bikes will almost always sell out to students seeking great values.

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.



“Business partners aren’t always next door neighbors...”

LivePlan allows multiple users to update a plan simultaneously. Users may also set permissions so that select individuals such as teachers, mentors, and investors can view and make in-app comments.

“I’m not a financial wizard; how do I build a cash flow forecast?”

LivePlan does the calculating for you. Simple “table builders” prompt users to enter key metrics through a series of easy questions. Forecasts are completed automatically behind the scenes.

LivePlan creates all of the following financial forecasting you need including:

- Sales forecast
- Profit & Loss
- Balance Sheet
- Cash flow forecast

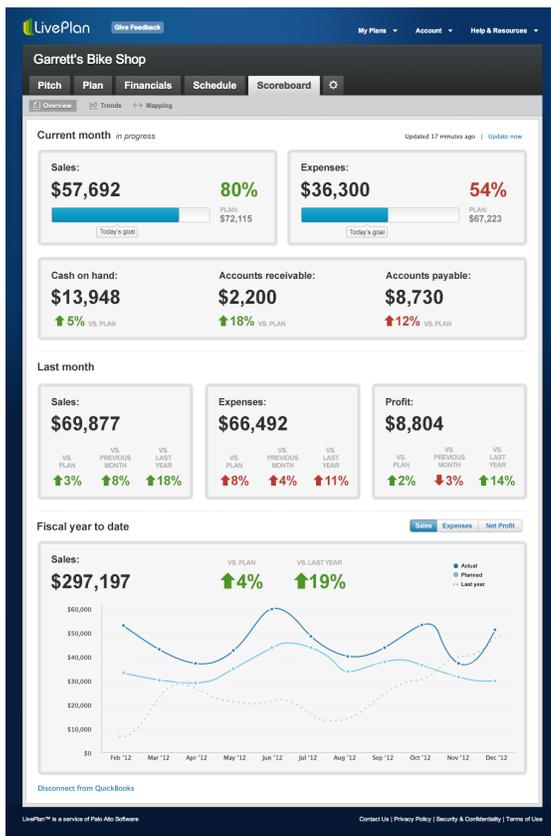
“This document needs to look amazing...”

LivePlan provides a wide variety of professional design themes to ensure your business plan suits your style and stands out to lenders, investors, and in business plan competitions. Create great looking documents every time by easily exporting to Word or PDF.

Plan

“Now that I’m up and running, how’s my business doing?”

Creating a budget and a sales forecast for your business is a critical first step towards business success. LivePlan’s Scoreboard feature brings those budgets to life and lets you know how you’re doing by syncing your business plan projections and comparing to real world financials. Know how you’re tracking to last month or the same time last year. Easily check in to see how healthy your business is, every day.



“I need instant access to the numbers that matter...”

LivePlan’s Scoreboard gives you quick and easy access to your performance compared to your plan so that you can spot potential problems quickly and adjust your plan to stay on course. With this critical insight into your business, you can quickly adjust spending plans and keep your entire team on the same page.

“Business intelligence is awesome, but what do I do with the data?”

Comparing your sales and expenses to your plan, last month’s performance, and last year’s data is a time consuming and frustrating process with QuickBooks. LivePlan’s Scoreboard makes it simple: If your QuickBooks data is up-to-date, the Scoreboard generates the reports you want to see with a single click. You can even see historical cash flow reports to help predict when cash is going to be tight in the future.

“I need access to my accounting data...”

If your company uses QuickBooks for Windows, you probably know what a hassle it is to get at that valuable data. It’s locked up on someone’s computer and hard to access from elsewhere. With LivePlan, you can sync your QuickBooks data into the Scoreboard in real-time and see just how your business is doing from any computer with Internet access.



Who benefits from LivePlan?



Entrepreneurs, startups, growing businesses, franchisees, artists, business enthusiasts, business students, crafters, educators, first-time owners, food carts, government-funded agencies, hospitality operators, independent retailers, mompreneurs, nonprofits, professional bloggers, restaurateurs, service retailers, techies – **anyone interested in pitching, planning, launching, and succeeding with an entrepreneurial venture.**

Did you know? Companies with business plans are:

- Nearly 2x more likely to **succeed** than those without a plan*
- 49% more likely to **grow** than those without a plan*
- 30% **more growth potential** than those without a plan.**
- 2x as likely to get **investment capital***

<http://www.smallbiztrends.com/2010/06/business-plan-success-twice-as-likely.html>*

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1353907 **

Some of our fans:

Inc.



Entrepreneur

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CNNMoney.com



We would value the opportunity to add you to our distinguished list of fans.



Palo Alto Software