

**INDEX**

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| EXECUTIVE SUMMARY  COMPANY OVERVIEW  PRODUCTS AND SERVICES  EXECUTION  OPERATIONAL PLAN  FINANCIAL PLAN | [INSERT PAGE NO.]  [INSERT PAGE NO.]  [INSERT PAGE NO.]  [INSERT PAGE NO.]  [INSERT PAGE NO.]  [INSERT PAGE NO.] |

**EXECUTIVE SUMMARY**

[Camden Ventures] is a startup venture capital firm based in [Camden, New Jersey]. The firm will finance startups and other business ventures that have long-term growth potential.

The recent national economic growth has slowly revived New Jersey’s economy. This is why [Camden Ventures] will focus on pouring its capital to businesses in the state, aiming to help them achieve their business goals.

**COMPANY OVERVIEW**

**Mission Statement:** To help local entrepreneurs in building a successful business.

**Philosophy:** [Camden Ventures] is dedicated to providing business capital to aspiring entrepreneurs who have business ideas that can disrupt existing markets and have a high potential to succeed.

**Vision:** To become the leading venture capital firm in New Jersey and a reliable partner in promoting sustainable business ideas in the state.

**Outlook: [**Blackrock], an American global investment management corporation based in New York City, expects global growth to slow next year, and see US growth stabilizing at a much higher level than other regions, even as the effects of [2018]’s fiscal stimulus fade. They believe that markets are vulnerable to fears that a downturn is near, even as they see the actual risk of a US recession as low in [2019]. [Blackrock] added that global earnings growth is also set to moderate in [2019], tracking the more subdued growth outlook.

**Type of Industry:** Financial Services Industry

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Matthew S. Hernandez]

**Start-Up Summary**: The total start-up cost for [Camden Ventures] is [$729,573.15], which will be fully provided by the owner, [Matthew S. Hernandez]. The total funding will be primarily used for capital investments, financial risk analysis, advertising campaigns, and insurance.

|  |  |
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| **Start-Up Funding** | |
| Start-Up Expenses | $ 13,680.49 |
| Start-Up Assets | $ 715,892.66 |
| **Total Funding Required** | **$ 729,573.15** |
|  | |
| Assets | |
| Non-Cash Assets from Start-Up | $ 15,892.66 |
| Cash Requirements from Start-up | $ 700,000.00 |
| Additional Cash Raised | $ - |
| Cash Balance on Starting Date | $ 700,000.00 |
| **Total Assets** | **$ 715,892.66** |
|  | |
| Capital | |
| Planned Investment | |
| Owner | $ 729,573.15 |
| Other | $ - |
| Additional Investment Requirement | $ - |
| **Total Planned Investment** | **$ 729,573.15** |
| Loss at Start-Up (Start-Up Expenses) | $ 13,680.49 |
| **Total Capital** | **$ 715,892.66** |
| Liabilities | $ - |
| **Total Capital and Liabilities** | **$ 715,892.66** |
|  | |
| **Start-Up** | |
| Requirements | |
| Start-Up Expenses | |
| Rent | $ 6,459.71 |
| Advertising | $ 2,585.46 |
| Legal Fees | $ 844.28 |
| Staff Training | $ - |
| Insurance | $ 2,581.40 |
| Other | $ 1,209.64 |
| **Total Start-Up Expenses** | **$ 13,680.49** |
|  | |
| Start-Up Assets | |
| Cash Required | $ 700,000.00 |
| Start-Up Inventory | $ - |
| Other Current Assets | $ - |
| Long-Term Assets | $ 15,892.66 |
| **Total Assets** | **$ 715,892.66** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$ 729,573.15** |

**Management Team:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Nancy D. Soria | Head, Venture Capitalist Consultant | Decision-making, Research, Analytical, Risk Management |
| Paul M. Mayes | Risk Manager | Problem-solving, Analytical, Communication, Negotiation |

**Short- and Long-Term Goals and Milestones:**

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| --- | --- |
| **Short-Term Goals** | **Milestones** |
| Conduct feasibility studies | Completed on February 7, 2019 |
| Recruit four investor relations officers | Completed on February 13, 2019 |
| **Long-Term Goals** | **Milestones** |
| Invest in seven high potential startups | The firm has approved to finance two start-up companies. |
| Engage in a profitable investment club | Currently, financial risk analysts are observing and studying crypto currencies. |

**PRODUCTS AND SERVICES**

**Product/Service Description:** Camden Ventures intends to work with promising startups and other business ventures within New Jersey.

Camden Ventures offers the following financial services:

* Capital Investments
* Investment Management
* Consultations

**Value Proposition:** The owner of [Camden Ventures], [Matthew S. Hernandez], together with the help of his team of market analysts, is highly capable of doing meticulous market research, construct new investment strategies, and execute risk assessments and evaluations. This gives the firm a head start in the financial services industry and guarantees great returns on investments.

**Pricing Strategy: [**Camden Ventures] will receive two forms of payments from clients—service and finance charges. Service charges are applied to consultations while finance charges are applied to capital investments. Finance charges have either flat or compound interest rates, depending on the agreed terms with the clients.

Formula:

Profit Margin = 1- (Expenses/Net Sales)

[Camden Ventures]

Profit Margin = 1 - ($254,689.88/$565,948.49)

= 1-0.45

= 0.55 or 55%

**EXECUTION**

**Marketing Plan: [**Camden Ventures] will leverage word-of-mouth marketing, encouraging satisfied clients to spread the firm’s services to their families and peers. The firm will also focus on sponsoring local events and business conventions that attract many entrepreneurs.

**Market Research:** Many hopeful individuals in New Jersey desire to embark on new businesses that provide unique products and services. However, most of them have yet to make a mark in their respective industries. [Camden Ventures] will locate these innovators and help them finance and grow their businesses. The firm hopes to rapidly gain market shares in [New Jersey].

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Camden Ventures | * Filled with reputable market analysts and researchers * Has a strong connection with the local business community | * New firm * Offers a limited range of services | The increasing number of startups and other business ventures in New Jersey | * Economic downturn * Emerging competitors with the same business model |
| Ad Venture Partners | World-class company | Expensive | The clients always recognize world-class companies first | Companies that offer high-quality services at an affordable price |
| Capital U | Government-backed firm | Small company | The growing number of resident-entrepreneurs in New Jersey | Unfavorable government policies |

**Marketing Strategy:** [Camden Ventures] will strive to create a positive corporate identity through word-of-mouth marketing. In addition, the firm will engage in brand promotions by sponsoring local events and business conventions.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Word-of-mouth marketing | Encourage satisfied clients to spread the firm’s services to their family and peers. | Indefinite | Referrals are made twice a month. |
| Networking | Sponsor local events and business conventions. | April to November 2019 | Establish business relationships with local entrepreneurs. |

**Organizational Structure:**

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**OPERATIONAL PLAN**

**Location and Facilities**

Provide a sketch or blueprint of the facility.

Provide photos or images of the location/facility.

**Tools and Equipment Checklist**

|  |  |
| --- | --- |
| **Software** | **Quantity** |
| MSH VC | 25 |
| Risk Gap | 10 |
| **Hardware** | **Quantity** |
| Desktops | 25 |
| Laptops | 10 |

**IT Infrastructure**

The following table reflects the current status or condition of the IT infrastructure of Camden Ventures.

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Venture Capital Software | Y | The firm has installed MSH VC. |
| Risk Management Software | Y | The firm has installed Risk Gap. |

**FINANCIAL PLAN**

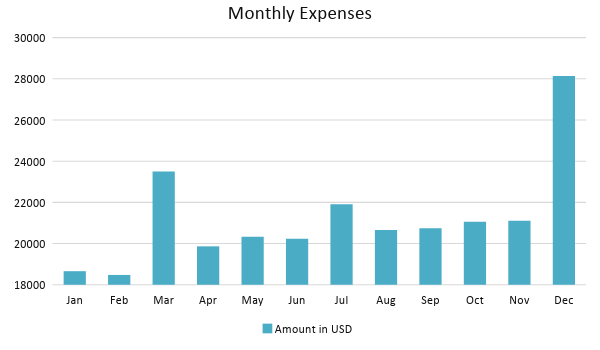
**Assumptions**

The basic assumptions for [Camden Ventures] are as follows:

* The firm’s monthly expenses will vary, depending on a wide range of factors such as inflation rates and government policies.
* On the first few months of operations, the firm will only have income from service charges, which are not enough to reach profitability. However, the firm will be able to bounce back in the second half of the fiscal year once it starts collecting finance charges.

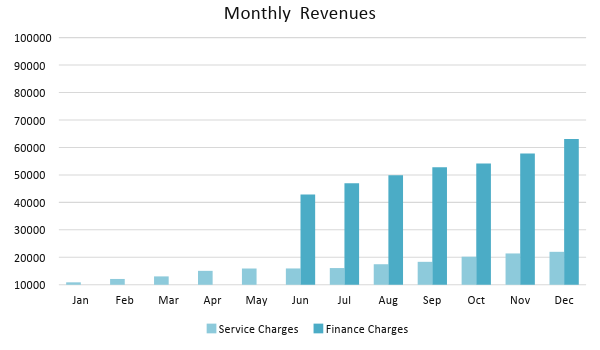
**Monthly Expenses**

The chart shows the projected monthly expenses for [2019].



**Monthly Revenues**

The chart depicts the projected monthly revenues for [2019].



**Business Financing**

[Camden Ventures] is a venture capital firm that is privately owned and managed by [Matthew S. Hernandez]. The firm’s major source of start-up capital is the owner, but investors are still welcome to bid for the firm’s shared ownership.

**Statements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Profit and Loss Projection** | | | |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $ 751,115.35 | $ 1,498,138.46 | $ 2,818,230.43 |
| Direct Cost of Sale | $ 185,166.86 | $ 329,677.46 | $ 365,191.19 |
| Other Cost of Sale | $ - | $ - | $ - |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $ 185,166.86 | $ 329,677.46 | $ 365,191.19 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $ 565,948.49 | $ 1,168,461.00 | $ 2,453,039.24 |
| **Gross Margin % (Gross Profit/Sales)** | **75.35%** | **77.99%** | **87.04%** |
|  | | | |
| **Operating Expenses** | | | |
| Rent | $ 76,386.10 | $ 77,158.65 | $ 77,417.28 |
| Insurance | $ 28,846.57 | $ 29,848.71 | $ 30,421.86 |
| Utilities | $ 1,323.22 | $ 1,396.26 | $ 1,563.41 |
| Salary (Including Tax) | $ 146,796.28 | $ 147,354.33 | $ 148,722.01 |
| Maintenance & Supplies | $ 1,337.71 | $ 1,402.34 | $ 1,571.02 |
| **Total Operating Expenses** | **$ 254,689.88** | **$ 257,160.29** | **$ 259,695.58** |
|  | | | |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $ 311,258.61 | $ 911,300.71 | $ 2,193,343.66 |
| Depreciation | $ - | $ - | $ - |
| Interest Expense | $ - | $ - | $ - |
| Taxes Paid | $ 133,698.53 | $ 266,668.66 | $ 501,645.02 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$ 177,560.08** | **$ 644,632.05** | **$ 1,691,698.64** |

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| --- | --- | --- | --- |
| **Balance Sheet Projection** | | | |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $ 848,760.35 | $ 1,692,896.46 | $ 3,184,600.39 |
| Accounts Receivable | $ 525,780.75 | $ 1,048,696.92 | $ 1,972,761.30 |
| Inventory | $ - | $ - | $ - |
| Other Current Assets | $ - | $ - | $ - |
| **Total Current Assets** | **$ 1,374,541.10** | **$ 2,741,593.38** | **$ 5,157,361.69** |
|  | | | |
| Long-Term Assets | $ 23,417.07 | $ 23,417.07 | $ 23,417.07 |
| Accumulated Depreciation | $ 936.68 | $ 2,575.87 | $ 5,620.09 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $ 22,480.39 | $ 20,841.20 | $ 17,796.98 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$ 1,397,021.49** | **$ 2,762,434.58** | **$ 5,175,158.67** |
|  | | | |
| Accounts Payable | $ 129,616.80 | $ 230,774.22 | $ 255,633.83 |
| Notes Payable | $ - | $ - | $ - |
| Other | $ - | $ - | $ - |
| **Total Liabilities** | **$ 129,616.80** | **$ 230,774.22** | **$ 255,633.83** |
|  | | | |
| Paid-in Capital | $ 729,573.15 | $ 824,417.66 | $ 931,591.96 |
| Retained Earnings | $ 1,870,966.57 | $ 5,853,538.12 | $ 13,569,434.66 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$ 1,267,404.69** | **$ 2,531,660.36** | **$ 4,919,524.84** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **10.23%** | **9.12%** | **5.20%** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Cash Flow Projection** | | | |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $ 848,760.35 | $ 1,692,896.46 | $ 3,184,600.39 |
|  | | | |
| **Sources of Cash** | $ - | $ - | $ - |
| Receivables | $ 525,780.75 | $ 1,048,696.92 | $ 1,972,761.30 |
| Sales | $ 751,115.35 | $ 1,498,138.46 | $ 2,818,230.43 |
| Others | $ - | $ - | $ - |
| **Total Cash** | $ 2,125,656.45 | $ 4,239,731.84 | $ 7,975,592.12 |
|  | | | |
| **Expenditures** | | | |
| Rent | $ 76,386.10 | $ 77,158.65 | $ 77,417.28 |
| Insurance | $ 28,846.57 | $ 29,848.71 | $ 30,421.86 |
| Utilities | $ 1,323.22 | $ 1,396.26 | $ 1,563.41 |
| Salary (Including Tax) | $ 146,796.28 | $ 147,354.33 | $ 148,722.01 |
| Maintenance & Supplies | $ 1,337.71 | $ 1,402.34 | $ 1,571.02 |
| **Total Expenditures** | $ 254,689.88 | $ 257,160.29 | $ 259,695.58 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$ 1,870,966.57** | **$ 3,982,571.55** | **$ 7,715,896.54** |