



**ACME**  
CORPORATION

**Sample Business Plan**

**May 2023**

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## INTRODUCTION

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Here at Acme Corporation, our goal is to provide services to the community to overcome life's challenges and obstacles and achieve greatness wherever possible. This Business Plan is our playbook to begin our journey by reaching out to as many people within the Phoenix, Arizona metro area and beyond in time. Thus, the goals of the business plan provided here is as follows:

- Provide a summary of the business and overview of the company.
- Comprehensively detail key details such as our client base, competitors, and our competitive advantages when compared to others that do similar work.
- Demonstrate our initial operating plan, and
- Forecast the initial first 36 months (or three (3) calendar years) of the business with respect to operating revenues, marketing, sales, and financials.

**This document is laid out in the following fashion:**

- [Section 1](#): Executive Summary
- [Section 2](#): Company Overview
- [Section 3](#): Business Description
- [Section 4](#): Market Analysis
- [Section 5](#): Operating Plan
- [Section 6](#): Marketing and Sales Plan
- [Section 7](#): Financial Plan

Additional information, as needed, will be provided in an adjoining appendix at the end of this document.

## DISCLAIMER

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**Information that is included within this Business Plan is confidential and proprietary to Acme Corporation. Additional information included herein may be considered trade-secret information and is only to be shared with the understanding that you will not share the contents or ideas with third parties without the express written consent of persons that are on the Executive Leadership Team.**

**Please note that the Business Plan provided is subject to change and is projected to be adjusted on an annual basis. This will, in turn, be converted into an Annual Report so that the sequential process can be shown as the business grows and prospers in time.**

# 1. EXECUTIVE SUMMARY

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**Growth. Everyone wants to experience it in some way, shape, or form. For some, it is overcoming obstacles such as addiction, dependencies, and other psychological experiences that hinder day-to-day activities. Others, it is transitioning from being led to becoming a leader. This is where we come in. At Acme Corporation, our goal is simple: to help others overcome obstacles by achieving greatness!**

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## **Our Client Base**

With our unique blend of services, there are two (2) primary groups of people that will make up our client base. The primary client we serve is people who are experiencing some sort of addiction. Whether that be with drugs, alcohol, hoarding, or other compulsive activities, our goal is to help them become free from those shackles that hinder they day-to-day life. This includes anyone of age from adolescents to fully mature adults.

Our secondary client base, which is just as important, is professionals that want to boost their leadership skill sets and/or invigorate positive change in their workplace. Our unique blend of services will not only meet needs onsite but provide the opportunity to do in-person workshops and sessions at a client's office in time.

## **Our Client's Needs**

The needs of our clients are often more unique than those of most firms that we can be compared to. With respect to the primary client group mentioned above, these are people that are struggling with their well-being. Addiction, a very broad term, is often assumed that it is with drugs and alcohol. That is far from the truth. There can certainly be other things which are equally as damaging to one's life if not more. These addictions may include obsessions with losing weight or excessive eating, hoarding physical things due to some personal meaning a client has with them, routines that have a negative impact on one's life, and so on. The consequences of these are often the result of being objected to by society and one's closeness to others, lack of self-worth, and not being able to unlock their potential to be prosperous in society.

By helping these individuals out, this aids in reducing the chance a client relapses, crime, and helping them transition into a productive space for themselves.

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Our other client type equally has challenges that can be overcome with the services we provide. As mentioned previously, one of the biggest needs that is hidden from most is one's need to develop leadership skills so they can grow in their role. The reason why it is hidden is there is a common

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# Acme Corporation, LLC

## *Business Plan*

misconception that it is seen as a weakness. Thus, professionals tend to mask it from others because it will pigeonhole themselves from advancements in their career.

A secondary challenge that clients of ours often see is the ability to grow and scale. As businesses mature over time, much like ours, the need for additional people in leadership roles becomes a part of the business playbook. Hence, limited resources are present in the Phoenix, Arizona area to provide customized training solutions to help businesses scale efficiently and properly. Where we come in is preparing the leaders of tomorrow as well as business owners with skills, services, positive reinforcement, and motivation along the way. This, in turn, aids in them regaining confidence that was once lost and shifts focus back on them running their business. All of this is done while making incremental changes.

## **Our Products and Services**

With our unique blend of knowledge and personal experience, we aim to offer the following services currently to our two (2) primary sets of clients:

### *Clients Facing Personal Struggles and Challenges:*

- **Personal Therapy\***
- **Group Therapy Sessions\***
- **Non-medical treatment plans and Follow-up care\***
- **Training opportunities to aid in identifying someone that may be experiencing an addiction as well as how best to help them cope as they work through our program.**
- **Other services to be determined in the future as client needs dictate.**

(\* - These services are provided by a board-certified in-house psychiatrist or psychologist that is a part of the Acme Corporation team. Most services will be done onsite unless requested by our clients.)

### *Business-Specific Training and Support Services:*

- **Individual, Group, and/or Enterprise-Level Diversity, Leadership, and/or Training Services onsite at the Acme Corporation office or at a client site.**
- **Transformative and Servant Leadership Seminars**
- **Leadership and Project-Based Training Services (virtually led, online, or both)**
- **Business optimization services help boost productivity, grow one's firm, and positively increase morale\*.**
- **Additional customized services per client's request, when possible, to accommodate.**

(\* - These services are provided as part of a referral partnership agreement with Document Doctors, LLC; a company specializing in business optimization services through the content and maximizing productivity. Please see the [\[location\]](#) for additional details on this arrangement.)

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## *Business Plan*

### Challenges and Opportunities We Solve

As part of our pursuit to better the world, Acme Corporation aims to aid in doing the following through the services we offer to clients:

- Reduce and eliminate the amount of people that have an addiction to alcohol, drugs, or another stimulant that negatively impacts their life.
- Strengthen ties between the client that has an addiction and their friends, family, loved ones, and others close to them.
- Promote healthier lifestyles through the application of proven individual and group-focused techniques.
- Empower people to grow personally and professionally while overcoming barriers of entry that hold them back.
- Aid professionals in reaching their potential through in-person, virtual, and online leadership initiatives.
- Build cohesion within teams and leaders so productivity increases, morale goes up, and employee churn is reduced.
- Aid businesses in finding ways to optimize their operations to reduce and eliminate stress and frustration.

### Our Competitors

Though what we do is currently present in the marketplace, one thing that is conclusive is the number of providers available to assist with the needs of the Phoenix Metro area. **Please note that we do not provide any inpatient-specific services currently.** Thus, through our due diligence and research, here are the competitors in the local area specific to what we do:

#### *Clients Facing Personal Struggles and Challenges:*

- Mental Health Practices (including Psychiatrist, Psychotherapist, Psychology, and offices with Social Workers)
- Local Hospitals
- Community Medical Centers
- Recovery Rx
- Phoenix VA Healthcare System
- Other Non-Profit and/or For-Profit Healthcare Systems

#### *Personal Growth, Leadership and Team-Building Services:*

- Leadership Development Services

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## *Business Plan*

- Magna Leadership Solutions, LLC
- The John Maxwell Team
- TrainUp
- Valley Leadership
- Other Management Consulting Companies

### **How We Are Different from Others**

While there are several treatment centers in the Phoenix metro area, there are four (4) key advantages we have which provide us with a competitive edge over others. First, the unique blend of experience and academic credentials our team possess provides the knowledge and skills needed to accommodate many types of clients. This puts us in a position of growth in the short-term and long-term. Secondly, with the heightened demand for services in both the areas of addiction containment and leadership growth, we feel we can provide many benefits to the local area in more ways than one. These two, in truth, piggyback from one another because a client that can successfully overcome addiction can live to tell their story and be a change agent for others. This, in turn, helps them be more successful after their treatment program has completed.

Third, our plans and services are highly customizable. What we offer is not only available in small group-focused sessions but also individualized counseling sessions as well. This provides our clients with the environment they are most comfortable with or gives them an opportunity to overcome challenges and become comfortable with others. Specifically for our leadership programs, this flexibility can aid in providing multiple options and modes of learning simultaneously to a bigger audience in-person, online, or both. Finally, our model is scalable. Hence, as we grow, our Business Plan here does in tandem. Opportunities such as franchising, additional offices, corporate learning, and other similar services may become available in the future as we lay the foundation now in the present to help others succeed.

## 2. COMPANY OVERVIEW

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In this section, we will provide a brief overview of the company, how we got here, and where we are heading in the future. Acme Corporation is a newly formed company with an entrepreneurial spirit and a focus on helping others overcome life's challenges with our helping hand.

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### Mission Statement

Our mission is to provide high-quality and personalized services to help individuals overcome addictions and struggles related to maximizing their potential. By doing such, we provide the path forward for sustainable and more productive lives over time.

### Company History and Service Offering

Acme Corporation is a newly formed company as of April 4<sup>th</sup>, 2023, and is based in the Phoenix, Arizona Metropolitan area. Although a new company, the combined years of experience of the founding partners and supporting Office Manager provide a healthy start to the business. The business is structured as a Limited Liability Partnership (LLP) with two (2) officers.

### Business Objectives

The goal of the company is to provide the following services to clients in the form of individual, group, and virtual sessions where applicable. Specifically for addiction treatment services, these are required to be done in person unless formal arrangements have been made contrary to this mandatory request.

The goal is to achieve profitability within the first 90 days of operation. There is full awareness that a significant investment would be required up front to accommodate this initial goal. However, with the full offering of products and services we intend to offer, we feel confident this is an achievable feat to pursue.



### 3. MARKET ANALYSIS

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The Market Analysis provided here aims to narrow down our ideal client based on the business strategy; the plan will define the target market. A detailed description and sizing of the target market will help the reader understand the market value the business is pursuing (the number of potential customers multiplied by the average revenue for the product or service).

In defining the target market, the plan will identify key elements such as geographic location, demographics, buyer characteristics, the target market's needs, and how market needs are currently being met. This section may also include a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis as necessary, to better assess the business' position against the competition.

- **Industry type:** One of the things that we found that was critically important is the lack of psychologists and mental health professionals in the Phoenix Metro Area. Depending on the need, most clients that are potentially on months' long wait lists may need simple therapy that can be achieved in a group or personal session. Persons that are battling with addiction are also short on the number of affordable resources they can turn to if they need additional help.

With respect to the leadership sector, there was minimal data on companies that focus strictly on transformational leadership. With respect to this type of leadership, this can be done individually, as a group, virtually led, or in a self-paced method. Additional topics of leadership and change management can be introduced in the future depending on the progress of this initiative.

- **Market segmentation:** Our market segmentation strategy will focus mostly on adults that are experiencing some type of struggle. Whether the struggle is internal, external, or both, it is important to find the root cause which may be an addiction to something. This may be drugs, alcohol, other substances, or behaviors that negatively alter the way they live.

With respect to leadership challenges, this is open to any professional that wants to receive coaching and training to better themselves for the most part. Additional market segments include enhancing one's leadership skills through transformational leadership, organizational changes, and similar topics. With thousands of medium to large-sized businesses in the Phoenix metro area alone, we feel there is quite a bit of opportunity to grow and prosper before branching out to other parts of the state.

- **Competition:** As mentioned above, most of our competition are inpatient addiction counseling centers, hospitals, mental health firms, and private practices specializing in addiction and treatments. Where we feel we have an edge is the fact most of these are overbooked and have long delays for a new client to see someone. With us being new, we have immediate openings available for individual and group sessions to help reduce the wait time patients need to receive help they deserve and need.

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## Business Plan

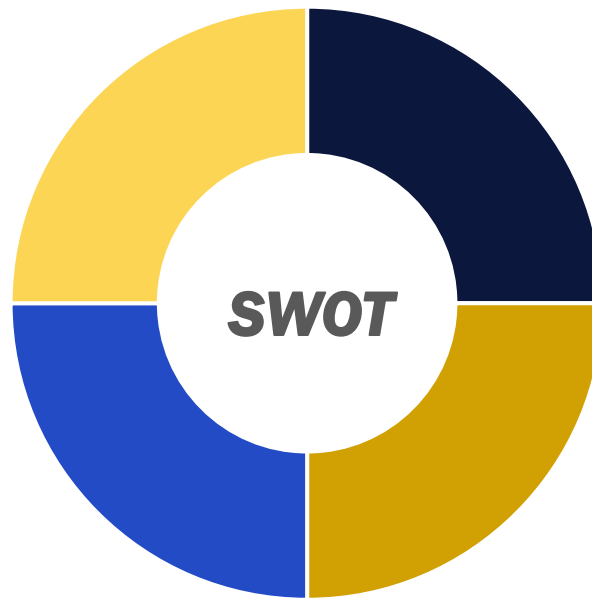
- **SWOT analysis:** From the information that we have gathered and reviewed, we feel that these are the biggest strengths, weaknesses, opportunities, and triumphs (not threats) that our business can realize and overcome to be successful now and in the future:

### STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

### OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



### WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

### TRIUMPHS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand

## 4. OPERATING PLAN

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The Operating Plan for Acme Corporation is one which combines the opportunities for revenue received at the time of service with payments that may take time to receive due to the recipient that it is coming from. Listed below are the details for the operation of the business:

- Day-to-Day Operations:

### *Group Therapy Sessions*

It is projected that initially there will be one (1) board-certified psychologist, psychiatrist, psychotherapist, or other healthcare professional that specializes in addictions and addiction treatment. This team member will be responsible for conducting group sessions of up to eight (8) people at a time and for a session of four (4) hours maximum. These sessions last approximately one (1) calendar week for a total of 20 counseling hours per person within the cohort. Expect for an approved non-paid meal break, the professional is expected that this professional completes a group session in the morning (approximately 8am-12 noon) and one in the afternoon (1pm to 5pm). As part of an employment agreement, this team member will have additional time scheduled to debrief after each day and session as part of their daily rhythm. Through this initiative, the maximum number of clients that can be serviced by one person weekly is 16.

### *Individual Therapy Sessions*

When group or cohort-style sessions are not scheduled, it is the responsibility of the Office Manager to assist in scheduling individual therapy sessions with new and existing clients. Intake sessions will run no more than 75 minutes as the initial meeting is traditionally longer to get an accurate assessment of one's needs and a treatment plan to help rectify the issue(s) identified 15 minutes is dedicated to debriefing per client session for the professional to review and strategize a plan. It is understood that initially, more appointments will be intake as the client base will need to grow prior to standard sessions mixing in and eventually being a larger share of these session types. A maximum of five (5) intake sessions are projected to be scheduled daily per team member.

Standard sessions will run approximately 50 minutes a piece with a maximum of eight (8) sessions occurring over the course of a day. As service volume increases, additional personnel will be hired so that this service can coincide with group sessions and client counts can increase. Excluding holidays, the maximum number of clients that can be serviced utilizing this option is forty (40) per calendar week per person.

**Note:** Our primary focus is on group therapy sessions. However, to accommodate our client base as best as possible, we feel that we need to diversify individual therapy sessions for those that are uncomfortable with group sessions and/or want more personalized care.

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## *Business Plan*

### *Leadership Services*

On the other side of our business, it is our intent to offer several engaging and highly interactive leadership training sessions for individuals of all walks of life. This includes persons that are entering into leadership roles for the first time, seasoned veterans, or others that want to get additional information on how to better themselves. Topics that are projected to be part of this revenue vertical include transformational leadership, servant leadership, levels of leadership as outlined by John Maxwell, and situational leadership amongst other topics. As the business grows and prospers, this revenue vertical will diversify more than the scope outlined in this business plan.

The mode this training is provided will vary significantly from one client to the next. These may include training onsite at the office, in-person at a client's place of business, virtually led by a facilitator locally or remotely as required, and in time, self-paced certification courses. Due to our deep network of professionals, guest speakers will come into the office and in some cases, lunch and learnings will be conducted to help diversify the learning experience more.

This revenue vertical will be more dynamic as it relies on several factors such as course type, duration, location, number of attendees, and method of delivery. These will be on a fixed price amount or billable on an hourly basis. Per diem, if required, will be worked out directly with the client should travel be needed.

### *Referral Partnership Revenue*

A potential third revenue source is the opportunity of helping other businesses succeed in the same. Through a partnership with our friends at Document Doctors, LLC, we are proud to offer select services of theirs for our business clients as part of a referral agreement arrangement. Successful referrals we pass on to their business will be provided back to Acme Corporation as a referral bonus of 10.00% of gross revenues from the sale conducted. These services will be provided exclusively by them or through an agreement between both parties. These funds will aid in helping us expand and operate our business more quickly while providing theirs to grow in the same. This strategy is planned to expand to other like businesses where synergy can be performed in the future.

- **Service Fulfillment:**

All new clients that come to the Acme Corporation office will be required to complete an intake form for either our addiction service vertical or consulting/leadership vertical. These will provide us with a snapshot of what they need so that we can best assist them as efficiently as possible. For business-focused clients, this will be done through an initial conversation and/or a discovery form so that we can create proposals applicable to their organization.

Information will be stored both electronically and, where applicable, in accordance with local, county, state, and federal regulations physically. All information will be secured in fireproof locked filing cabinets where possible to ensure that client information is protected from others' view. A client relationship management (CRM) system will be used once revenues have sufficiently generated and a steady flow of revenue has been achieved.

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## Business Plan

- **Payments:**

Revenues received from clients will come to the business in several different forms. Our preference is to have cashless transactions wherever possible so that funds are directly deposited into the business account(s) established. Provided in the chart below are the likely ways funds will come into the business for the services that we offer and referral revenue we receive if business is passed on through the referral program established:

<b>Revenue Source/Vertical</b>	<b>Types of Payment Accepted</b>
Group Therapy Sessions	ACH Deposit/Wire Transfer <i>(via Invoice or Purchase Orders (POs))</i> Certified Checks Credit/Debit Payment* Online Check Payment* Other Payment Arrangements Agreed Upon
Individual Therapy Sessions	Certified Checks Credit/Debit Payment* Online Check Payments*
Leadership Consulting, Facilitation, and Training	ACH Deposit/Wire Transfer <i>(via Invoice or Purchase Orders (POs))</i> Certified Check Payments Credit/Debit Payment* Online Check Payment*
Referral Revenue from Partnership with Document Doctors, LLC	ACH Deposit/Wire Transfer Business Check

Payments received that are returned due to chargebacks, closed accounts, or insufficient funds, will be subject to a \$30.00 fee plus any bank charges as authorized by the State of Arizona and/or other states the business has a physical location. Clients that have payments returned are automatically suspended until the balance they have is paid in full along with applicable fees. Clients having more than two (2) instances in a calendar year will be terminated from the practice and be prohibited from utilizing our services for one (1) year. If another similar occurrence happens after the suspension period, they will be banned from utilizing our services except for services that are prepaid and cleared successfully.

- **Technologies:**

It is intended that the company will use resources that are technologically up to date to handle most common office tasks such as word processing, spreadsheet creation, presentation development, and so on. Technologies will be required to be always locked when a team member is away from their workstation and/or desk for more than five (5) minutes at a time. Due to the uniqueness of our facility, internet services are furnished as part of our rental agreement and thus, no additional costs are born for this. Wireless passwords will not be shared with anyone outside of the company unless Mr. Desire Nkomezi provides authorization. This includes the clientele that is in the office. This provides the security needed to keep files and information in house always secure digitally. Security software and encryption will be used

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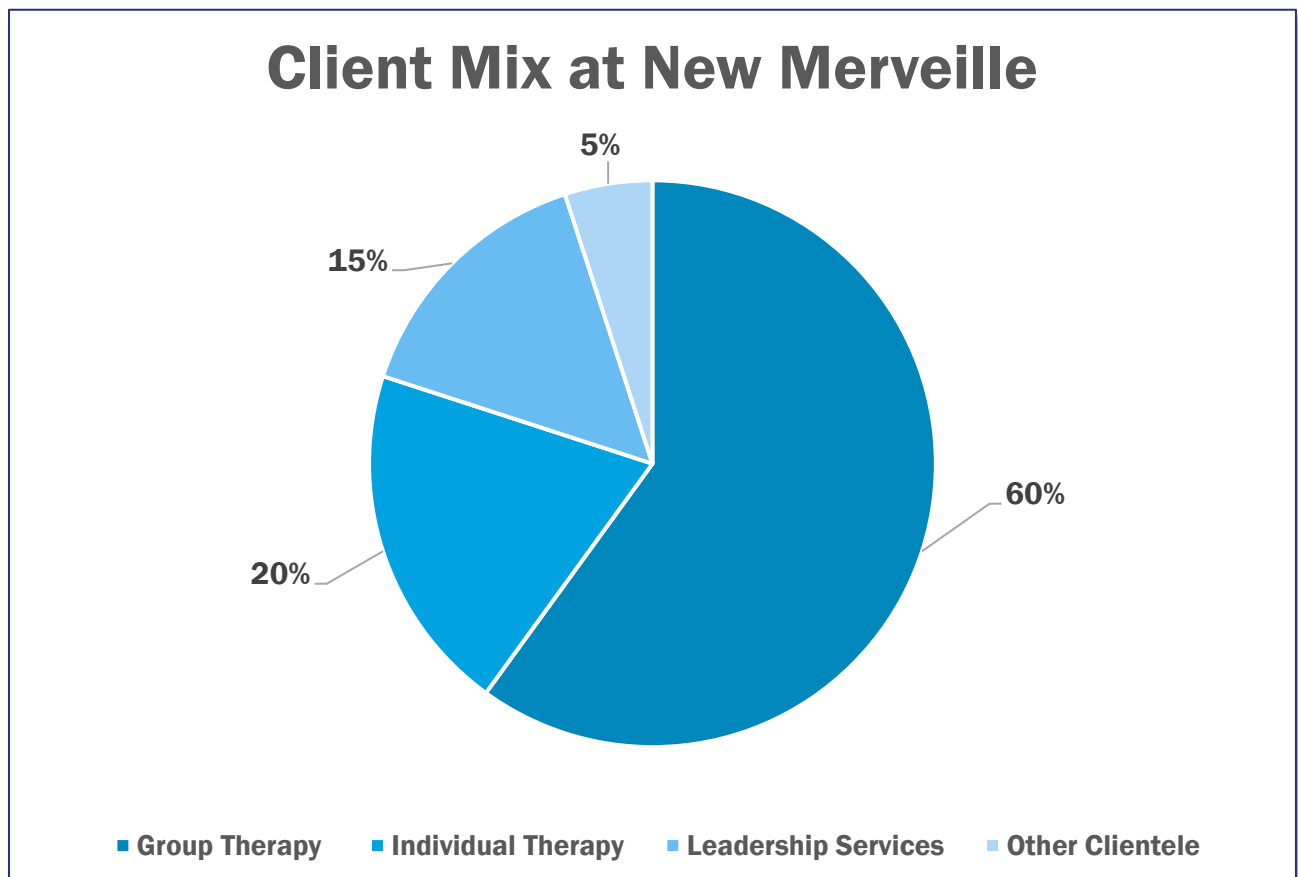
## Business Plan

to ensure that all client transactions are done with minimal threat of information being compromised and stolen. Other technologies such as printers, local to the office and in the suite, will be used to print forms and other documentation. Shredding bins located on site will be used to ensure all client-protected data is destroyed in a proper manner.

- **Projected Client Base/Mix:**

To maximize the revenues coming into the business, the following chart below highlights the client base that we project for the first calendar year of the business. As the business grows, it is plausible that the number of clients as well as the mix will adjust to a more normalized pattern where key services become primary revenue drivers and others are secondary (but equally important) ones:

Client Type	Percentage
Group Therapy Clients	60.00%
Individual Therapy Clients	20.00%
Leadership Services Clients	15.00%
Other Clients	5.00%
Total	100.00%



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- Facility:

The facility that business will be taking place (except for on-client premises training and leadership workshops, when applicable) is located at the 24<sup>th</sup> and Camelback office building in Phoenix, Arizona. The office, in the building, is in Suite 1600, which is also known as the Regus Coworking Space. Acme Corporation will be comprised of two (2) small offices and two (2) larger offices which can accommodate groups of up to 10 people at a time. Additional conference space and rooms are available should growth warrant the need. Future growth will dictate whether additional space will need to be leased out from the facility or a new office will be used. This is to be determined after the first calendar year the business is in operation.



### 5. MARKETING AND SALES PLAN

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The marketing and sales plan for the business will be a collection of various tools and techniques to rapidly get the word out to others in the Phoenix, Arizona metropolitan area and elsewhere when needed. Primary initial methods will be word-of-mouth, the creation of an online website, and other low-cost and high-impact marketing strategies. Provided below are details regarding this plan of the business:

- **Projected Client Base/Mix:**

To maximize the revenues coming into the business, the following chart below highlights the client base that we project for the first calendar year of the business. As the business grows, it is plausible that the number of clients as well as the mix will adjust to a more normalized pattern where key services become primary revenue drivers and others are secondary (but equally important) ones:

Client Type	Client Priority
Group Therapy Clients	Primary Client Focus
Individual Therapy Clients	Secondary Client Focus
Leadership Services Clients	Secondary Client Focus
Other Clients	Tertiary Client Focus

- **Marketing Mix:**

As part of a multi-faceted plan to grow the business and balance the growth with realistic and strategic goal setting, we are planning to use some or all methods provided below with respect to obtaining clients for the business. Not all will be used at the same time and depending on the time of year, some may have priority over others. These will be reviewed on a quarterly basis to maximize marketing dollars available:

- Media advertising (newspaper, magazine, television, radio)
- Direct mail
- Telephone solicitation
- Seminars or business conferences
- Joint advertising with other companies
- Word of mouth or fixed signage
- Digital marketing such as social media, email marketing, SEO, or blogging
- Provide limited free consultations (such as free job pricing for Contractors, free landscaping consultation for landscapers, or free pricing opinions for real estate agents)



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- Sponsor local sports teams or other community events
- Give free informational talks either at the business offices or for local businesses offering complementary services (such as a real estate agent providing seminars about preparing a home to bring to market)
- Do free work for local non-profits (such as an ad agency designing a local farmer's market's website for free)

## 6. FINANCIAL PLAN

The financial plan for Acme Corporation is to strategically gain revenue through more than one (1) way so that there is a consistent flow of funds that come through the business to meet monthly expenses and start generating a cushion when times are lean. This will be accomplished through the marketing efforts described above as well as maximizing productivity wherever possible so that team members that are brought on to fill specific roles are in place to ensure that benefit for the company is maximized. As growth continues, funds will be appropriately reinvested to bring on a second professional so that we can have both group and individual therapy sessions simultaneously. Other personnel needs would also be determined at that time.

- **Sales and Pricing Strategy:**

To provide the opportunity to bring in revenue into the business consistently and optimally, we have come up with the following base structure for consulting visits. Course development, which may include multi-day seminars, self-paced learning, and so on will on a separate pricing schedule which is competitive with the Phoenix, Arizona metropolitan area with regards to pricing, capacities, and availability amongst other variables.

Client Type	Insurance Price/Client	Cash Price/Client*
<b>Group Therapy Addiction Sessions</b> <i>(4 hours/day for 5 days)</i>	\$1,175.00 per Day; \$5,875.00 per Session	\$1,000.00 per Day; \$5,000.00 per Session
<b>Individual Therapy Clients</b> <i>(75-minute initial Intake Session; 50-minute Standard Session)</i>	\$175.00 Intake Session; \$115.00 Standard Session	\$140.00 Intake Session; \$95.00 Standard Session
<b>Leadership Consulting Clients</b>		\$80.00 per Billable Hour

*(\* - Cash price clients require payment at time of service or before the start of the week-long group session; payment must clear before services are rendered by Acme Corporation. No-shows or appointments that are cancelled less than 24 hours to the start time will be assessed a fee to be determined prior to opening.)*

- **Startup Revenues and Costs:**

Shown below are the projected revenues that we forecast will happen for the remainder of 2023 and then the following two (2) years after that. It is the goal to be fully booked by the end of the current year. The assumptions provided dictate that we are at half capacity as demand present will likely lead to some quick revenue and then as the business matures, more steady income. These are furnished on the next page.

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## Business Plan

### Group Session Revenue

(based on maximum of 31 weeks availability remaining in calendar year net of weeks that have holidays; conservative estimate)

Client Type	Insurance Price/Client
Group Therapy Addiction Sessions <i>(4 hours/day for 5 days)</i>	\$5,875.00 per Session
(x) Number of People in Session	8 Client Participants Maximum
(x) Total Number of Weeks Avail.	31 Weeks to Conduct Sessions
(x) Total Number of Sessions/Week	1 Session Every 2 Weeks
(=) Projected Revenue from Vertical	\$47,000.00 per two-week or maximum potential revenue of \$728,500.00 through end of 2023

### Individual Session Revenue

(based on maximum of 220 days availability remaining in calendar year net of holidays or days the business would be closed)

Client Type	Average Price/Client
Individual Addiction Sessions <i>(75-minute session for Intake; 50-minute sessions for regular appointments)</i>	\$100.00 per Session (Lowest Possible Amt.)
(x) Number of Sessions/Day	3 Sessions
(x) Total Number of Weeks Avail.	160 Days - Not Including Weekends
(=) Projected Revenue from Vertical	\$48,000.00 through the end of 2023

### Leadership Consulting Revenue

(conservative projection of 500 billable hours through the end of 2023)

Client Type	Rate and Financials
Leadership Hourly Billable Rate	\$80.00 Per Hour
(x) Budgeted Number of Billable Hours Thru 2023	500
(=) Projected Revenue from Vertical	\$40,000.00 through the end of 2023

### Partnership Revenue with Document Doctors, LLC

(conservative projection which is secondary to all services mentioned above)

Client Type	Rate and Financials
Document Doctors, LLC Partnership Revenue from Referral Fees	\$5000.00
(x) Number of Months Remaining in 2023	7
(=) Projected Revenue from Vertical	\$35,000.00 through the end of 2023

### Total Sum from Above

<b>Projected Revenue (May to Dec. 2023)</b>	<b>\$851,500.00</b>
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## Sample Business Plan

### PROJECTED REVENUES & EXPENSES INCOMING FOR FISCAL YEAR 2023, 2024, AND 2025

<b>START-UP COSTS</b>			
Office-Based Agency in Phoenix, Arizona			May 1, 2023
<b>COST ITEMS</b>	<b>YEAR ONE*</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>
Advertising/Marketing	\$10,500.00	\$14,000.00	\$17,500.00
Employee Salaries**	\$112,000.00	\$192,000.00	\$272,000.00
Rent/Lease Payments/Utilities	\$26,600.00	\$50,160.00	\$55,176.00
Computer Equipment	\$0.00	\$10,000.00	\$10,000.00
Computer Software	\$0.00	\$1,000.00	\$1,000.00
Insurance	\$14,000.00	\$17,500.00	\$21,875.00
Bank Service Charges	\$0.00	\$500.00	\$1,000.00
Office Supplies	\$7,000.00	\$18,000.00	\$24,000.00
Meals & Entertainment <i>(For Therapy Sessions &amp; Workshops)</i>	\$3,500.00	\$5,500.00	\$7,500.00
Business Licenses/Permits/Fees	\$1,000.00	\$2,000.00	\$3,000.00
Professional Services - Legal, Accounting	\$7,000.00	\$10,500.00	\$14,000.00
Consultant(s)	\$4,500.00	\$9,000.00	\$13,500.00
Cash-On-Hand (Working Capital)	\$10,000.00	\$10,000.00	\$10,000.00
Miscellaneous	\$7,000.00	\$7,000.00	\$7,000.00
<b>ESTIMATED EXPENSES FOR FIRST THREE (3) YEARS</b>	<b>\$234,600.00</b>	<b>\$347,160.00</b>	<b>\$457,551.00</b>

(\* - Year One is only a partial year which is from May 2023 to December 2023.)

(\*\* - Employee Salaries are calculated based on data received and is subject to change depending on growth and other factors. This includes assumptions additional staff will be onboarded in years two and three.)

# Acme Corporation

## Sample Business Plan

**Projected profit and loss model:** The model below shows a sample of the projections a small business is forecasting for the remainder of the 2023 calendar year. The top portion of the table shows projected sales and gross profit. This is a good place to begin creating the company's sales forecast. The next section itemizes the recurring expenses the business is projecting for the same months. These should be consistent with the estimated start-up costs completed in the prior section. These numbers are **ESTIMATES ONLY** and should be used as such. Actual performance may be significantly different than what is provided in this Business Plan.

<b>REVENUE</b>	<b>FORECAST FOR REM. OF 2023</b>
Group Client Service Revenue	\$728,500.00
Individual Client Service Revenue	\$48,000.00
Leadership Revenue	\$40,000.00
Referral Revenue	\$35,000.00
<b>Gross Profit</b>	<b>\$851,500.00</b>
<b>EXPENSES (Based on 35 weeks remaining in 2023)</b>	<b>FOR REM. OF 2023</b>
<b>Salaries &amp; Wages</b> <i>(Projected Labor Rate of \$90.00 per hour for 20 hours/week and \$70.00 per hour for an additional 20 hrs. per week)</i>	\$112,000.00
<b>Marketing/Advertising</b> (\$1,500.00 per month x 7 months)	\$10,500.00
<b>Rent</b> (\$3,800.00 per month x 7 months; maximum amount and subject to change)	\$26,600.00
<b>Website Expenses</b> (Website hosting fees and domain name fees only)	\$500.00
<b>Consultation Expenses</b> (Initial consulting expenses to get infrastructure in place to open business)	\$4,500.00
<b>Insurance</b> <i>(Enhanced policy to cover errors, omissions, and any liabilities associated with business; \$2000.00 per month x 7 months; Also included personnel insurance where a portion of insurance is )</i>	\$14,000.00
<b>Travel</b> (Client-site visits; estimate only; \$1000.00 per month x 7 months)	\$7,000.00
<b>Legal/Accounting</b> (Includes council and CPA for bookkeeping and auditing; avg. \$1,000.00 per month x 7 months)	\$7,000.00
<b>Office Supplies</b> <i>(Includes supplies in-office such as paper, pens, clipboards, and other related goods; \$1,000.00 per month x 7 months)</i>	\$7,000.00
<b>Meals &amp; Entertainment</b> (Includes catered lunches for group sessions, if applicable and/or leadership seminars)	\$3,500.00
<b>Miscellaneous Expenses</b> (Incidentals and other one-off expenses; \$1,000.00 per month x 7 months)	\$7,000.00
<b>Total Expenses</b>	<b>\$199,600.00</b>
<b>Gross Income Before Taxes</b>	<b>\$651,900.00</b>
<b>Income Tax Expense</b> (Conservative projection of at least 25.00% including payroll taxes paid by company)	\$162,975.00
<b>PROJECTED NET INCOME</b>	<b>\$488,925.00</b>

## 7. ORGANIZATION AND MANAGEMENT TEAM

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In this section, we will provide a brief overview of the company, how we got here, and where we are heading in the future. Acme Corporation is a newly formed company with an entrepreneurial spirit and a focus on helping others overcome life's challenges with our helping hand.

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### Executive Leadership Team

#### **Wile E. Coyote**

#### **Executive Director/CEO/Founder**

##### **Education:**

Doctorate degree in Executive Leadership.  
Master's degree in political science  
Master's degree in International Relations, and  
Bachelor's degree in Public Administration.

#### **Road Runner, Sr.**

#### **Executive Vice President & IT Administrator Partner of Merveille**

##### **Education:**

Associate degree in Information Technology (IT)

### Support Staff

#### **Bugs Bunny**

#### **Business and Office Manager**

##### **Education:**

Master's degree in political science  
Master's degree in Non-Government Organizational Management  
Bachelor's degree in public administration

# Acme Corporation

## *Sample Business Plan*

### **Business Advisor/Warrior Coach**

#### **Doug Trovinger, MBA, Ed.S.**

##### **Education:**

Specialist of Education – Instructional Technology; Minor in Strategic Human Resource Mgmt.

Master’s of Science – Management Information Systems; Focus in Project Management

Master’s of Business Administration – Technology Management Focus

Bachelor’s of Business Management – Minor in Management Information and Focus in HR Mgmt.

*Mr. Trovinger is present only as an advisor and has no association with the company or is actively employed by Acme Corporation.*

