

Project Business Plan Template

Rural Health Network Development Program

February 2019



525 South Lake Avenue, Suite 320

Duluth, Minnesota 55802

(218) 727-9390 | info@ruralcenter.org | www.ruralcenter.org

This is a publication of Rural Health Innovations, LLC, (RHI), a subsidiary of the National Rural Health Resource Center. The Technical Assistance for Network Grantees Project is supported by Contract Number HSH250201400024C from the U.S. Department of Health and Human Services, Health Resources and Services Administration, Federal Office of Rural Health Policy.

Contents

Network and Project Description	2
Network Mission:	2
Network Vision:	2
Project Goals and Strategic Objectives:.....	2
History and Culture:	2
Business Structure and Governance:	2
Market Analysis and Plan	3
Network Members:	3
Target Market or Member Needs:	3
Products and Services:	3
Key Messages:.....	3
Operational Review	4
Leadership Team and Skills:	4
Communication and Delivery:	4
Key Initiatives:	4
Key Resources:	4
Key Partners:	4
Financial Outlook	5

This template is a Word document that is designed to allow you to cut and paste from your own organization's information. Please edit the cover page by inserting your program's name and logo.

Network and Project Description

NETWORK MISSION:

Articulates your network's purpose for being. See *Project Business Plan Guide*, page 8.

NETWORK VISION:

Articulates your network's aspirations. See *Project Business Plan Guide*, page 8.

PROJECT GOALS AND STRATEGIC OBJECTIVES:

The project goals and strategic objectives that convert the mission statement into reality and act as guidelines for your project. See *Project Business Plan Guide*, page 8.

HISTORY AND CULTURE:

Brief network history and explanation of your network's culture. See *Project Business Plan Guide*, page 8.

BUSINESS STRUCTURE AND GOVERNANCE:

Describe how your network is structured and how decisions are made. See *Project Business Plan Guide*, page 9.

Market Analysis and Plan

NETWORK MEMBERS:

List your network's members and a brief description that offers insight as to why each organization is a member. *See Project Business Plan Guide, page 10.*

TARGET MARKET OR MEMBER NEEDS:

Briefly describe your target market or your members, providing insight on their underlying needs. *See Project Business Plan Guide, page 10.*

PRODUCTS AND SERVICES:

Briefly describe the two to three products or services included in this project business plan. *See Project Business Plan Guide, page 11.*

KEY MESSAGES:

Describe the value your target market or your members perceive when they receive or use your product or service. *See Project Business Plan Guide, page 11.*

Operational Review

LEADERSHIP TEAM AND SKILLS:

Briefly describe the leadership skills and attributes that contribute to the success of your project. *See Project Business Plan Guide, page 12.*

COMMUNICATION AND DELIVERY:

Describe methods used to communicate with your target market as they learn about, receive, and use your product or service. *See Project Business Plan Guide, page 12.*

KEY INITIATIVES:

Describe the key activities and initiatives focused on developing, implementing, supporting or providing your project's products and services. *See Project Business Plan Guide, page 12.*

KEY RESOURCES:

Describe the key resources and infrastructure that are needed to develop, implement, support or provide your project's products and services. *See Project Business Plan Guide, page 12.*

KEY PARTNERS:

Identify key partners needed to develop, implement, support or provide your project's products and services. *See Project Business Plan Guide, page 13.*

Financial Outlook

Provide summary information for each of your products and services including estimated start-up and operational costs; direct and indirect costs, projected revenues, and a three to five year forecast of net income results. Include assumptions that describe circumstances influencing the forecasted financial outlook. *See Project Business Plan Guide, pages 13-16.*

Annual Financial Outlook by Product or Service							
Assumptions: <ul style="list-style-type: none"> • • 							
	Start-Up Costs	Operational Costs: Total of direct + indirect			Revenues: all sources		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Product or service #1							
Product or service #2							
Product or service #3							
Total Annual \$							

Summary of Forecasted Annual Net Income: Years 1 – 3			
	Forecast Net Income (Revenue – Operational Costs)		
	Yr 1	Yr 2	Yr 3
Product or service #1			
Product or service #2			
Product or service #3			
Total Forecasted Annual Net Income \$			