Project Business Plan Template

Rural Health Network Development Program

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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 logon.

### 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 short description that offers a brief insight as to why each organization is a member. *See Project Business Plan Guide, page 9.*

#### 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 2-3 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.*

Desired Experience and Relationship: Describe your understanding and insights of the target market’s desired experience and relationship as they learn about, receive, and use your product or service. *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 3-5 year forecast of net income results. Include assumptions that describe circumstances influencing the forecasted financial outlook. *See Project Business Plan Guide, pages 13-15.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Annual Financial Outlook by Product or Service | | | | | | | |
| **Assumptions:** | | | | | | | |
|  | **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)** | | |
| **Products or Services** | Yr 1 | Yr 2 | Yr 3 |
| **Product or service #1** |  |  |  |
| **Product or service #2** |  |  |  |
| **Product or service #3** |  |  |  |
| **Total Forecasted Annual Net Income** |  |  |  |