

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: <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

Products or Services	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			