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## **Exhibits or Appendixes**

It is common knowledge that the Executive Summary should be short and concise, but many businesses make the mistake of being too verbose and/or repetitive in their Business Plan or Exhibits. Often, the Business Plan contains too much content such as a Marketing Study or a list of competitors that should be included as Appendices or Exhibits. Whenever possible, opt for the Exhibit.

Always have a Table of Contents for the Exhibits only, in addition to a Table of Contents for your Business Plan. The Business Plan Table of Contents (and the Business Plan of course!) should include Sections and Subsections so that the reader can quickly and easily find a Subsection such as *Exit Strategy* or *Risk Assessment* to answer an immediate need or interest.

Marketing Plans are critically important Exhibits, and they need to include sections on Market Share, Market Penetration, Competition and other items that are summarized in the Business Plan.

Background on your industry, products or services; key contractual agreements; resumes; and other ancillary items are best presented as Exhibits if they are at least a page in length. They should still, however, be concisely summarized in the Executive Summary and/or Business Plan depending on weighted value to the Business Plan. Some of this information you release on as-needed basis, but as much as possible should be included assuming a Non-Circumvention Agreement (NDA) or Confidentiality Agreement (CA) has been signed in advance.

Of course, there are many other exhibits required to meet the objectives of your business plan, with a number needing customization and some being simply “matter-of-fact”...facts you may take for granted that a n experienced third party such as Senior Consulting, LLC and its team would assess to meet your capital needs.

Collectively, as key members of your team, we are there when you need us to sort through the maze of information in your Business Plan and all exhibits to tie it all together. The end result...your success!