



Index

Business Plan	5
1. Plan Summary	5
2. Supplier Model	7
3. Distribution Model	8
4. Referral Model	10
5. Other Business Considerations	11
6. Revenue Generation Model and Predictions	13
7. Cost Model and Projections	15
8. Investor Model and Projected Return	16
9. Strategy Map Model (Balanced Scorecard Perspectives)	16
10. Staffing Projections and KSA Analysis (Knowledge, Skills, Abilities)	16
11. Knowledge Base Ownership	16
12. Risk Assessment and Risk Mitigation	16
Technology Plan	17
13. Plan Summary	17
14. Low-Tech Model and Costs	17
15. Web-Enabled Model	17
16. Recommended Software Technology Vendor and Product	17
17. Implementation Phases	17
18. User Scenarios	18
19. Application Business Rules	18
20. Transaction Rules	18
21. Identify Support and Production Model "Best Practice" Business Processes	19
Appendix A - Market Research	20
Appendix B - Industry trends & Perspectives	21
Appendix C - Standards	26