Appendix material

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Some guidelines

- Not merely an add-on
- Use the appendix to support content
- Not longer than the plan
- Maintain consistency of appearance
  - Spacing, margins, fonts
  - Headers and footers
  - Comparable elements for all people

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People

- Letters of intent
- Key industry contacts
- Endorsements from potential customers
- Résumés of management (only if impressive enough to warrant more than in management summary)
Technical details

- Drawings
- Screen shots of working software
- Photos of product or locations
- Listings of design elements
- Timeline for startup or manufacturing and testing
Original data

- Industry analysis information if other source is clear
- Census or other data to support general market conclusions
- Specific marketing research procedures and documents