THE GUIDE TO WRITING AN E2 VISA BUSINESS PLAN
CREATED BY JOORNEY IMMIGRATION BUSINESS PLANNING


FEATURING:
- Step by Step Guidance
- Advice from Expert Writers
- Resources for Supporting Data
- Guidelines for Personnel and Financials
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Introduction

Many of the most prominent businesses in the United States were founded by immigrants. High-tech firms like Google, Yahoo, YouTube, eBay, and Sun Microsystems are just some examples of companies born out of the dreams of immigrant investors. In fact, in the global economy that sets the trends for today’s businesses, immigration by investment is one of the most sought after ways to settle in the country of your choice.

We know that writing a business plan can be an arduous task. It requires a high level of concentration and a capacity to compile information. We know that! We are professionally trained to do it, and we will do our best to communicate all of our know-how to simplify that task for you.

If you ever feel like you want us to take over or assist you, do not hesitate to go to www.joorney.com and take a look at our writing services and consulting packages.

An immigration business plan looks and feels like a regular business plan but do not be fooled by its name—it is not a regular business plan! It is a document that aims at fulfilling the main visa requirements set by United States Citizenship and Immigration Services (USCIS). You are not writing your business plan for an angel investor who may or may not invest in your business or for a bank that may or may not loan you money or open a credit line. You are writing your business plan for an immigration officer whose job is to address a few key points that will provide him with sufficient information on whether your application should be approved or not. We have summarized these key points in this Guide and organized them in a way that you can make sure to give yourself the best chances to secure your visa.

The most important question that every visa applicant has to ask himself when completing a business plan is the following: What will my business bring to the United States? In essence, the USCIS wants to know the ways in which your business can be valuable for the country and the number of benefits it can create. This can be seen through a lot of different ways, such as the number of jobs created, the added value your services or products will bring to customers, the investment that is put at risk while setting up your business, etc. However, most importantly, it can be seen through the sustainability of your business.

This Guide will walk you through every step of writing an immigration business plan. It has detailed examples and instructions that will enable you to generate an impressive overview of your business that will facilitate your entry into the United States.

Please keep in mind that even though this Guide is comprehensive and will walk you through the entire writing process, it is specifically designed for cases where conditions are as follows:
- One visa applicant
- One business activity
- Applicant is the majority shareholder of his or her company

In some cases, the E-2 visa is built on more complex cases such as those where there are three visa applicants, multiple business activities, and multiple shareholders who do not necessarily own a major part of the company.

We can always walk you through the previously mentioned complex cases that have the following conditions, as well as through all the changes you will need to address if your case is a complex one:
- Multiple visa applicants on the same business plan
- Multiple business activities
- Applicant is not the majority shareholder

Again, if you ever feel like you want us to take over or assist you, do not hesitate to go to www.joorney.com and take a look at our writing services and consulting packages.
Chapter 1: From Dreams to Reality

One of the reasons we are able to provide a useful guide to preparing your immigration business plan is that we have walked in your shoes.

The story behind our company, Joorney Immigration Business Planning, is the same one you are going through right now.

Benjamin Jarmon was working as a business development consultant for a large commodities trading company when he decided to open his own company and use his consulting skills to help entrepreneurs and companies with their start-up needs.

To accomplish his goal, Benjamin had to first obtain an E-2 visa.

He went to accountants and lawyers seeking help in drafting his business plan. But none of them seemed to understand the subtleties of the business model and strategy behind the company he wanted to create. Feeling frustrated, Benjamin decided to create his business plan on his own, since he had done dozens of them for clients in his previous firm.

But the plan’s creation took much longer than he expected and required more technical knowledge than he had on his own.

That arduous process made him realize there was a genuine need for someone to help other immigrant investors create their business plans for the E-2 visa. His company also helps clients create L-1 visa business plans, EB-5 visa business plans, investor business plans, market studies, feasibility studies, and management support.

Benjamin and his staff know that writing a business plan is an daunting task. It requires a high level of concentration and a capacity to compile essential information.
Chapter 2: Collect Your Documents

Supporting documentation is vital to this writing process. It is much better for you to gather all the documents prior to writing, rather than running after information while you are writing. If you do decide to gather information while writing, the process of obtaining information will continuously interrupt your writing and make it a much more painful process.

To write a detailed business plan, you will need to gather the following documentation:

- Lease or deed agreement for the premises if you are renting business space or buy-sell agreement of the premises if you are using company-owned business space
- Business buy-sell agreement if you are purchasing an existing business or franchise agreement if you are purchasing a franchise
- Articles of incorporation or articles of organization depending on whether your firm is a corporation or a limited liability company
- Resume of the applicant and resume of employees already hired and occupying managerial positions
- List of capital invested by the applicant including expenses already incurred and the working capital remaining
Chapter 3: Present Your Best

What you say in your business plan is important. Keep in mind that how you say it is equally important. We advise you to follow our writing tips listed below to bring the quality of your immigration business plan to the optimal level.

**GRAMMAR**

**TONE, STRUCTURE & TENSE**
- If the company is already in operation, use present tense; if not, use future tense.
- Stay away from passive language and use active verbs instead, as it creates a more authoritative tone.
- Use concise and efficient sentences.
- Verify that sentences make sense; if they do not, delete them and reformulate until you have a clear and simple statement.
- Do not use contractions such as “isn’t,” “don’t,” and “aren’t”; instead, use “is not,” “do not,” and “are not,” etc.

**CONTENT**

**WORD CHOICE, VERB USAGE & OTHER TIPS**
- Do not use familiar or slang words such as “neat,” “cheap,” etc. Instead, use words that are more professional sounding such as “unique,” “affordable,” etc.
- Be careful when using the word/verb “offer,” as it might be perceived as the company is giving a product away for free.
- Applicant should be addressed as “Mr./Ms. Firstname Lastname.”
- Never use the words “we” and “I” when referring to the applicant; always use “he” or “she” instead.
- Company should be addressed as “Company, LLC” or “Company, Inc.” Always use the company’s full name.
- The square footage of an office cannot be less than 500 square feet.
- Expenses already incurred prior to the visa interview should account for more than 60% of the total intended investment, and they should be approved by your lawyer.
- Try to include photos of the company’s location, website, social media sites, flyers, etc.
- The company should hire at least five employees by the end of its fifth year of operation. Keep in mind that the applicant counts as an employee.
- Be careful when hiring more than 10 employees; confirm with your lawyer if that is feasible and realistic.
- Each employee’s job responsibilities should reflect a real impact on the company.
- We recommend that somebody else proofread your business plan for you. This way, you can be sure that the business plan does not have any errors or discrepancies. You can always contact us and obtain the proofreading services of one of our Immigration Business Plan Specialists.
Chapter 4: Summarize Your Business

Typical Length: 1 Page

The executive summary is the first thing that your application reviewer will read, so it has to be concise and well prepared. It is a summary of the entire immigration business plan, as well as the part that explains the essentials of your business. Typical executive summaries are about one page long and convey the main features of your business: the nature of the company, expansion strategy, target market, marketing strategy, and number of employees.

Here, at Joorney Immigration Business Planning, we have created a simple process to prepare a distinct executive summary that answers the following questions about your business:

- When was it created?
- What does it do?
- Where is it located?
- What is its mission?
- What is its expansion strategy?
- Who is its target market?
- What is its marketing strategy?
- Who are its owners?
- How many employees are there?

If you want to improve your executive summary, answer the following questions as well:

- What will be the applicant’s position?
- How many employees will the company hire in year 1 and in year 5?
- What is the revenue forecast for year 1 and for year 5?

You may think one page is too short to talk about all the features of your business, but remember, the main word in this section is concise, which is why we recommend writing one to two sentences per question.

Executive Summary Sample

Super Crepe, LLC, formed on October 9, 2001, is a Florida-based company doing business as Very Crepe to operate a bakery café specializing in the sale of French savory pancakes (crepes), French sweet pancakes (crepes), breakfast items, and French-inspired desserts, as well as freshly brewed coffees and beverages. Very Crepe will offer fresh, flavorful, made-to-order, light French-inspired fare from its store to the workers, residents, and visitors who spend their days in the Sunny Isles area, and it will offer delivery services starting in year 4.
Chapter 5: Illustrate Your Location

Typical Length: 1 Page

You may have heard the expression “location, location, location” in one of your marketing classes or from anyone engaged in business activities. Choice of location is sometimes a life-and-death decision for a business. A good location, although expensive, may bring an enormous number of additional customers; whereas, an inexpensive bad location may have to be offset by additional marketing dollars. Of course, it depends on the industry, but, nevertheless, location is an extremely important part of an immigration business plan. Indicating that you have already signed or entered a lease gives credit to your business, which is of paramount importance to the immigration officer reviewing your application.

Use the information obtained from your lease agreement, deed agreement, or buy-sell agreement to indicate the address from where the business will operate, the premises, the square footage, and if it is an office with storage space. Do not forget that the square footage of an office cannot be less than 500 square feet. If it is, do not mention the square footage. If you have a decent photo of the place or if you have renovated, you can place the photos here as well. You may also add the information indicating the date the lease was signed, the length of the lease, with which company the leased was signed, the yearly base rate, and the yearly increase rate. It is also useful to state if there is a lease extension option.

If you want to improve your location section further, you can display a map with the location of your business on it. You can obtain the map from various online sources, such as www.google.com/maps. Finally, you can indicate the business days and hours of operation, as well as an email address or phone number where customers will be able to reach you.