

WHAT GOES INTO AN EB5 BUSINESS PLAN?



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Selecting a Business Plan Writer

- How long does it take?
- What does it cost?
- Experience?
- Synergy with a team?

Purpose of the Business Plan

- ▶ I-526 approval (USCIS approval)
- ▶ Support investor decision (Marketing)

Purpose of the Business Plan

I-526 Approval

- 'Matter of Ho' compliant
- Comprehensive
- Credible
- Consistent
- Supports reasonable inferences

Purpose of the Business Plan

Support investor decision (Marketing)

- Clear language
- Concise organization
- Describes an appealing project

What Goes Into Business Plan

- Project description
- Management background
- Sources of funds
- Feasibility study
- Sales & marketing plan
- Expense and revenue projections
- Timeline
- Source material (cited)

Duration

- Immigration attorney (project manager)
- Preliminary job estimate
- Business plan & economist report (3 weeks)
- Securities attorney (4 weeks)
- Immigration attorney pulls the I-924 package together (3 weeks)

*Count on 3-4 months to complete offering package

EB-5 Specialist

- Working relationships with EB5 professionals
- Data subscriptions
- Mindful of RFEs and USCIS memorandums

What to Avoid

- ‘Kitchen Sink’ RFE
- Too many conclusive assumptions
- Contentious issues (tenant occupancy, troubled business)
- Poorly justified or vaguely worded
- Inflated estimations (hiring, revenues, spending)
- Inconsistencies (internal and external)
- Reliance on templates
- Excessively long plans