Description "One of the most important steps in launching a new business venture is fashioning a well-designed, practical, realistic financial plan." (Scarborough & Cornwall, 2015, p. 454). With this assignment, you are creating two important elements of a financial plan: an Income Statement and Balance Sheet. You also are preparing an outline of a presentation of your business plan to potential investors or lenders. Using the business you created from Assignments 2 and 3, write a three to four (3-4) page paper in which you: Prepare a simple pro forma (projected) income statement and balance sheet for the first two years of operation, using income projections and incorporating an advertising plan. Outline a plan for hiring and retaining competent, motivated employees for your business. Prepare an outline for a "pitch," i.e., a short 20-30 minute business plan presentation that will be made to lenders or investors. Include at least two (2) references outside the textbook.