



[Your Company Name]

[Your Tagline]

E-2 Treaty Investor Business Plan

[Year]

Twelve chapters, built around what the officer has to be satisfied of

Prepared by

Date

How to use this template

1. Start with the investment and the source of funds. They are the two chapters that get refused, and they are mostly evidence you either have or need to go and get.
2. Write the staffing plan before the financials. The job numbers drive the payroll line, and payroll is usually the largest cost.
3. Put a document reference against every factual claim. A plan that says 'the funds were transferred in March' is weaker than one that says it and names the exhibit.
4. Keep projections defensible rather than impressive. An officer who stops believing the revenue line stops believing the job creation it pays for.
5. Write the executive summary last, once the other eleven give you something to summarise.

This is the full template. Twelve chapters, a prompt under every heading saying what belongs there, and the financial and staffing tables already laid out so you fill in numbers rather than formatting.

Read this first

This template is an informational document, not legal advice, and using it creates no attorney-client relationship. E-2 classification is discretionary: there is no qualifying investment amount set in law, no fixed number of jobs that guarantees an approval, and officers weigh the whole picture rather than a checklist.

Treaty eligibility depends on your nationality and on the treaty in force between your country and the United States, which can change. Requirements also differ between a consular application abroad and a change of status filed inside the United States.

Have an immigration attorney review your plan and your evidence before you file. The prompts here tell you what a chapter is for; they cannot tell you whether your particular investment is substantial for your particular business.

Contents

- 1 Executive Summary
- 2 The Treaty Investor
- 3 Business Overview
- 4 The Investment
- 5 Source and Path of Funds
- 6 Market Analysis
- 7 Competition and Positioning
- 8 Products, Services and Operations
- 9 Marketing and Sales
- 10 Organisation and US Job Creation
- 11 Financial Plan
- 12 Risk, Exit and Intent to Depart

Rather not build the projections by hand?

Upmetrics asks you questions and drafts each section, then builds the profit and loss, cash flow and balance sheet so the numbers stay consistent with the staffing plan the officer is reading.

Try Upmetrics

4.9 Capterra 4.9 G2 110K+ entrepreneurs plan with Upmetrics

Executive Summary

Write this chapter last. An officer may read only this page closely, so every element the application turns on should appear here in a line: who is investing, from where, how much, into what, and how many people it will employ.

The investor and the treaty country

Your name, your nationality, and the treaty under which you are applying. If the investing entity is a company rather than a person, say who owns it and in what proportion.

The business

What the enterprise does, where it operates, and whether you are buying an existing business or starting one. Say which in the first sentence; the evidence differs.

The investment

The total amount, what it has been spent on, and how much is already irrevocably committed. A figure that is still sitting in a personal account is not yet an investment.

Jobs and economic impact

Headcount at filing and at the end of year five, split between you and US workers. This is the number the marginality test turns on.

Financial headlines

Projected revenue in years one, three and five, when the business becomes profitable, and the owner's compensation. Three or four numbers, not a paragraph.

The Treaty Investor

The eligibility chapter. It is short, factual, and entirely evidence-backed. Nothing here should be arguable.

What the officer is checking

The officer is checking that a treaty national controls this business rather than funding it. Ownership percentages and your operational authority both have to be documented, not asserted.

Nationality

Your citizenship and the treaty country it establishes. Reference the passport exhibit. Dual nationals should say which nationality the application relies on.

Ownership

Who owns the enterprise and what percentage each holds. At least fifty percent must be held by treaty country nationals who are not permanent residents of the United States.

Develop and direct

How you control the business day to day: your title, your decision-making authority, who reports to you, and what you personally sign off. Passive investment does not qualify.

Role and qualifications

What you will actually do in the business and what in your background makes you able to do it. Relevant experience carries more weight here than general seniority.

Business Overview

The factual section, and the place to establish that this is a real operating enterprise rather than a plan to have one.

What the officer is checking

A real and operating enterprise is an active commercial undertaking that produces goods or services for profit. An idle entity, a holding company or an unimproved property does not qualify.

Business concept

What the business does, who it serves and how it makes money. Explain why your approach beats what customers do today.

Legal structure and registration

Entity type, state of formation, date registered, EIN, and any licences the business needs. Name the exhibit for each.

Premises

Where the business operates, whether leased or owned, and the term. A signed lease is some of the strongest evidence that the enterprise is real and operating.

Current trading status

What has already happened: equipment bought, staff hired, customers served, revenue taken. An enterprise that is already trading is far easier to approve than one that is not.

Startup or acquisition

If you are buying an existing business, summarise what you are buying, what it currently earns, and what you will change. Attach the purchase agreement.

The Investment

With the source of funds chapter, this is where most refusals happen. Be exhaustive and put a document against every figure.

What the officer is checking

Substantiality is proportional, not absolute. The test is the relationship between what you put in and what this business costs to start or buy, so state both numbers and let the ratio speak.

Total investment

The full amount invested or irrevocably committed, as a single figure, with the date range it covers.

Breakdown of expenditure

Itemise it: premises and fit-out, equipment, inventory, licences, professional fees, marketing, working capital. Use the table that follows and keep receipts for each line.

Substantiality

Compare your investment against the cost of establishing this type of business, or against the purchase price if you are buying one. There is no minimum in law, but the smaller the business, the higher the proportion expected.

At risk and irrevocably committed

Show that the money is exposed to partial or total loss if the business fails. Funds still held in a personal account, or secured against the assets of the business, are not at risk.

What remains to be spent

If part of the investment is committed but not yet disbursed, say what it is committed to and show the contract or escrow arrangement that commits it.

Investment breakdown

Item	Supplier or payee	Date	Amount	Exhibit

Add a row per item and total at the foot. Every line should have a receipt, invoice or contract behind it.

Source and Path of Funds

Two separate questions, and plans routinely answer only the first. Where the money came from, and the traceable route it took into the business.

What the officer is checking

An unexplained gap in the chain is treated as an unanswered question. If money sat in an intermediate account or moved through a family member, say so plainly and document it rather than leaving the officer to notice.

Origin of the funds

How you lawfully came by the money: salary and savings, sale of property or a business, inheritance, gift, dividends, a loan. Each origin needs its own evidence.

Supporting evidence

List the documents: tax returns, bank statements, sale deeds, loan agreements, audited accounts, a gift deed. Reference them by exhibit number.

Path into the business

Trace the money step by step from its origin to the business account, with dates and amounts. Every transfer should be visible on a statement.

Loans and third-party funds

If any part is borrowed, say what secures it. A loan secured against your personal assets can count. One secured against the assets of the business being bought does not.

Currency and transfer controls

If your country restricts outward transfers, explain how the funds moved lawfully and attach the approvals.

Market Analysis

Everything here should come from something you looked up. An unsourced number is worse than no number, and it undermines the projections that depend on it.

Industry overview

The industry's size, direction and outlook, and where your business sits inside it. Cite the source.

Local market

The specific area you serve and the demand in it. National figures do not establish that customers exist on your street.

Target customers

The segment you are going after and why that one. Include a sense of how many of them are within reach.

Demand evidence

Anything concrete: letters of intent, pre-orders, a waiting list, trading history, competitor occupancy. This is what makes the revenue line credible.

Market trends

Shifts in demand, technology or behaviour that affect you, and whether each one helps or hurts.

Competition and Positioning

Name real competitors. A plan that claims no competition reads as a plan written without leaving the house.

Direct competitors

Who else serves your customers, where they are, and what they charge. Three or four named businesses beat a general statement.

Indirect competition

What customers do instead of buying from anyone in your category, including doing nothing.

Your advantage

What you do better, and why it is hard to copy. Price alone is not a position.

Barriers to entry

What makes it difficult for the next entrant, and what protects your share once you have it.

Products, Services and Operations

What you sell and how you actually deliver it. Operations is where a plan either reads as a working business or as an idea.

Products and services

What you sell and what problem each thing solves. Lead with the one that makes the most money.

Pricing

What you charge and how you arrived at it. Compare against the competitors you named.

Suppliers and inputs

Who supplies you, on what terms, and what happens if one of them fails.

Day to day operations

Opening hours, capacity, the sequence of a normal working day, and who does what.

Equipment and systems

What you have bought or will buy, and what it costs. This should reconcile with the investment breakdown in chapter four.

Marketing and Sales

The two or three channels you will actually use. A list of nine reads as a plan to do none of them.

Positioning and message

What you want a customer to understand in one sentence, and who that sentence is aimed at.

Channels

Where customers will come from, in order of expected volume. Say what each one costs.

Launch plan

What happens in the first ninety days, week by week where you can.

Customer acquisition cost

What it costs to win one customer and what one is worth over time. These two numbers decide whether the marketing budget in the financials is plausible.

Retention

How you get a second sale from the same customer. Cheaper than the first one, and usually ignored.

Organisation and US Job Creation

The marginality chapter, and the one most worth your time. The business has to do more than provide a living for you and your family, and this is where you show it.

What the officer is checking

Marginality is the test an otherwise strong application most often fails. If the enterprise will only ever support you, it is marginal, unless it has a present or future capacity to contribute more. Five years is the horizon the capacity argument is usually made over.

Organisational structure

Who reports to whom, and which roles exist on day one versus later. Keep it to the roles you will genuinely fill.

Key personnel

Named people where you have them, with what they bring. Say which roles are still to be recruited.

Hiring plan

Use the five-year table that follows. Give each role a title, a start month, an employment basis and a salary. Vague headcount growth is not evidence.

Why these roles

Tie each hire to something in the operations or revenue plan. A role that no part of the plan requires will not be believed.

Wider economic impact

Beyond payroll: local suppliers you buy from, contractors you use, rent and taxes paid, customers served.

Five-year US hiring plan

Role	Start month	Full or part time	Annual salary	Year 5 headcount

Count only US workers. You and your family do not count towards the jobs that answer marginality.

Financial Plan

Five years, and they have to tie to the rest of the plan. If the staffing table says four employees in year three, the payroll line says four employees in year three.

Assumptions

State them plainly: pricing, volume, growth rate, payment terms, tax rate. Every projection rests on these and an officer may test them.

Revenue projections

Build revenue from units and price rather than from a growth percentage. Show the working.

Operating costs

Rent, payroll, inventory, marketing, insurance, professional fees. Payroll must match chapter ten.

Profit and loss

Five years, annually. Use the table that follows or attach the Upmetrics financial model.

Cash flow

When money actually moves. A profitable business can still run out of cash, and the first year is where it happens.

Balance sheet and funding

What the business owns and owes, and what the investment funds versus what trading funds.

Break-even

The revenue you need to cover fixed costs, and the month you expect to reach it.

Five-year summary

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Cost of sales					
Gross profit					
Payroll					
Other operating costs					
Net profit					
Closing cash					
US employees					

These eight lines are the minimum. Attach full monthly statements, or build them in the Upmetrics financial model and reference it.

Risk, Exit and Intent to Depart

Short, and worth getting right. Naming your risks reads as competence, not weakness.

Key risks

The three or four things most likely to go wrong, with what you would do about each. Demand, costs, key people, regulation.

Contingency

What the business does if revenue comes in materially below plan, and how long your cash lasts in that case.

Succession

Who runs the business if you cannot. Relevant because the enterprise should not depend entirely on one person.

Intent to depart

A plain statement that you will leave the United States when your status ends. E-2 is a nonimmigrant category and the intention has to be stated.

Exit options

Sale, succession or winding up, and roughly on what horizon. This is a business question, not an immigration one.
