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The following is a sample from a technology company's business plan that was written and prepared by Aurora Mae Professional Writing Services:

Overall Market

Search engines are the most used service on the internet and are expected to continue growing. Consider that in 1993 there were 15 million internet users. In 2003, there were an estimated 723 million users. Six months ago there were 840 million (Paul Budde, Global Internet Statistics Overview: 8/14/2005), and today there are approximately a billion users and growing (Morgan Stanley Emerging Technology Report, 2005). This ensures more users, higher demand, and tremendous traffic growth in the next few months, years, and decades. Because of this surge in demand and the need for relevant results, meta search engines have become increasingly popular.

Many small companies comprise the meta search engine marketplace, but there are only a few dominant competitors. This industry is expanding because of the growth of pay-per-click advertising in combination with the demand for private search solutions. Marketing spent on sponsored searches is projected to reach over \$7.7 billion dollars over the next five years, representing over 30% of all online marketing dollars (Yahoo! Publisher Network).

Meta search engine leader Infospace has cut a sizeable place in the internet marketplace. As of January 1, 2006, they had a market value of 1 billion 556 million dollars (Yahoo! Finance, January 1, 2006). Revenue for Infospace grew to \$249 million in 2004, an increase of 89% over 2003. (Infospace Annual Review 2004). Even the smallest search engines like mamma.com are bringing in millions of dollars. As of January 1, 2006, mamma.com brought in almost \$30 million dollars in market revenue and continues to grow. Juxt2.com, a simple meta search engine script that was inactive and unused, sold for over \$100,000 on eBay (seowatch.com).