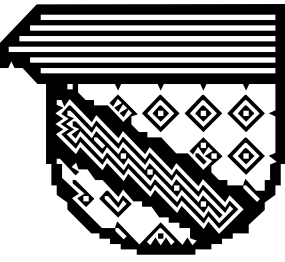


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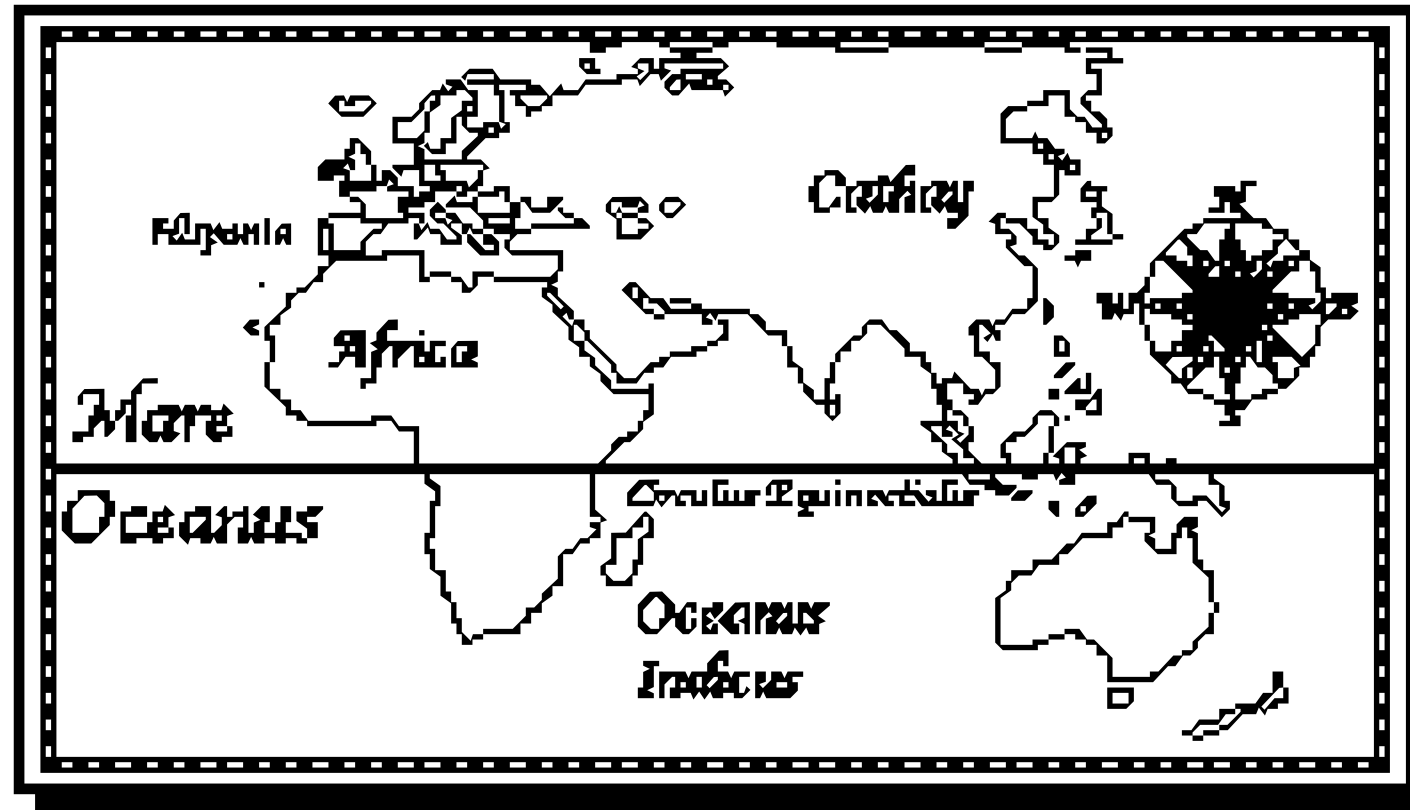
# Business Plan

Presented for the consideration of  
Her Majesty  
Queen Isabella

by  
Christopher Columbus  
of Genoa

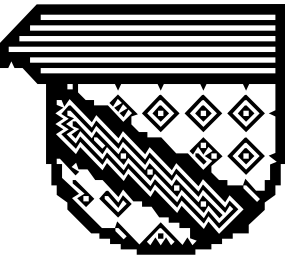
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## World Trade Routes



- **Current Route:** sail Mediterranean, overland across Asia
  - A long and dangerous way to Cathay and the Indies
- **New Proposed Route:** sail South of Africa, then Eastward
  - Even longer and more dangerous for Spanish traders

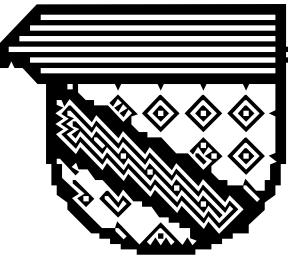
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## A New Trade Route

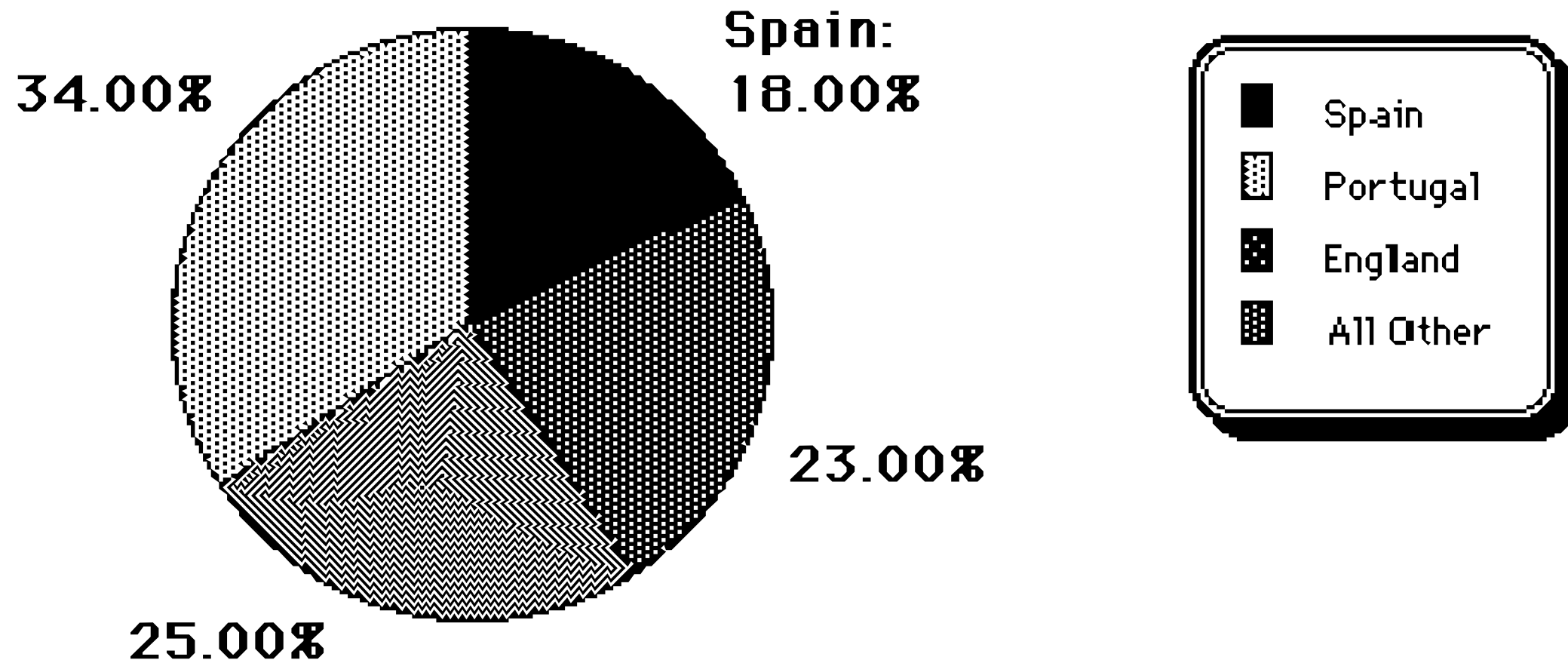


- A Direct route should be possible by sailing Westward
  - Faster and safer because very much shorter
  - Hitherto unexploited by the English or Portuguese

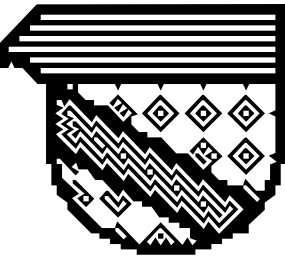


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## World Trade Market Share (FY 1490)



- In FY 1490 Spanish trade lagged far behind that of England and Portugal – less than 1/5 European total
- A new route Westward could redress the balance



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## Proposed Expedition

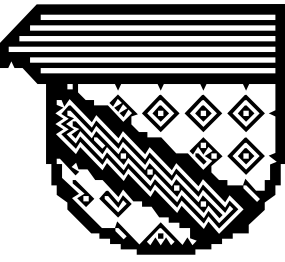
We will explore a Western sea route to the Indies

If we can discover a new route to the Indies the benefits to the Kingdom of Spain will be immense:

- Significant rise in trade
- Possession of all new lands discovered
- *Substantial increase in revenues to the crown!*

But we must act soon:

- (From reliable sources) English and Portuguese are even now considering India expeditions.



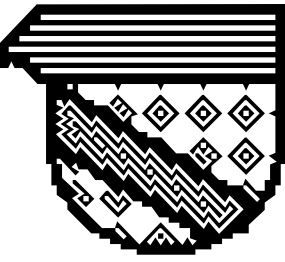
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## Expedition Plan

To ensure success, we have:

- Prepared a fleet of three seaworthy ships
- Hand-selected a staff of experienced officers and able-bodied seamen
- Contracted for the services of scientists, linguists, surgeons, and priests to accompany the expedition

*The team is assembled— but we need your support.*



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## Fleet Organization

**C. Columbus**  
*Admiral*

**Niña**  
(caravel)

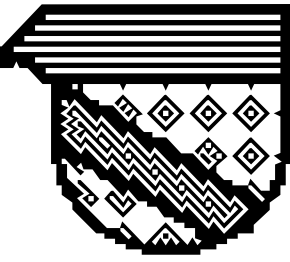
- **V. Y. Pinzón**  
*Captain*
- **J. Niño**  
*Master*
- **S. R. de Gama**  
*Pilot*
- (Crew of 21)

**Pinta**  
(caravel)

- **M.A. Pinzón**  
*Captain*
- **F.M. Pinzón**  
*Master*
- **C.G. Xalmiento**  
*Pilot*
- (Crew of 24)

**Santa Maria**  
(flagship)

- **C. Columbus**  
*Captain*
- **J. de la Cosa**  
*Master*
- **P. Niño**  
*Pilot*
- (Crew of 38)



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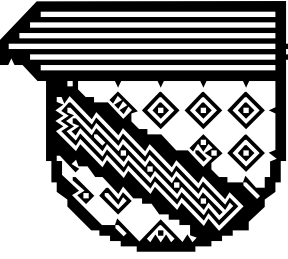
## Risks To Be Considered

### Potential dangers

### How we cope

- 
- *Portuguese mercenaries*
  - *Hostile natives*
  - *Weather*
  - *Navigational uncertainty*
  - Diplomatic mission from the Queen to Portugal
  - Trained military men will accompany the ships
  - Officers and crew have experience in the latitudes
  - New, more precise navigational methods have been developed





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## Estimated Budget

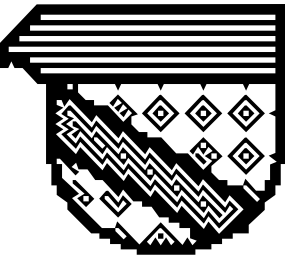
*All figures in thousands of Ducats*

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<b>Ships</b>	<b>D</b>	<b>725,000</b>
<b>Personnel</b>		<b>350,000</b>
<b>Supplies</b>		<b>125,000</b>
<b>Trading Goods</b>		<b>250,000</b>
<b>Weapons</b>		<b>50,000</b>
		<b>-----</b>
<b>Total Projected Budget</b>	<b>D</b>	<b>1,500,000</b>
<hr/> <hr/>		
<b>Already Raised (3/14/1491)</b>	<b>D</b>	<b>500,000</b>

March 14, 1491



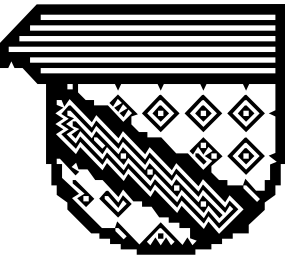
## Proposed Royal Funding

We propose that the Queen provide:

1. An investment of D1,000,000,  
(reimbursable from profits)
2. A royal charter for the expedition
3. Diplomatic papers to assist in potential negotiations with Indian potentates
4. Royal contracts for ship's supplies

*Royal support is essential to our chances of success*

March 14, 1491



## Advantages for Spain

Spain has a golden opportunity to enhance its position as a world power:

- Establish a practical sea route to the Indies
- Increase Spain's share of world trade
- Bring untold gold into the royal treasury

It will be like a "New World" for Spain