

How to Write a Business Plan: A Free Checklist and Table of Contents Template

This is a free checklist template that will guide you through the step-by-step process of writing an effective and successful business plan.



Cover Page

- Logo
 - Company Name
 - Contact Info (Name, Email, Phone Number)
-

I. Executive Summary

- Mission Statement
 - Business Plan Overview
 - Goals and Milestones
-

II. Company Description

- History
 - Founding Members
-

III. Management and Company Structure

Managing Partners

Current Investors

Corporate Structure

Professional Advisors

IV. Market Analysis

Target Market

Competitive Analysis

Surveys

V. Service or Product

Description

Proprietary Features

Quality Assurance Measures

VI. Sales and Marketing

Sales Strategy

Marketing Strategy (Digital and Traditional)

Timeline

VII. Financial

Corporate Setup Fees and Costs

Monthly/Yearly Fees and Costs

Financial Projections

Funding Request

Expected ROI and Timeline

Forecasted Capitalization

Exit Strategy (If applicable)

VIII. Appendices

Charts

Product Sketches and Wireframes

Key Contacts

Other

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