

Business Plan Creation Checklist

What to Include:

- Table of Contents
- Overview
- Marketing Strategy
- Industry Analysis
- Management Team
- Financing Needs
- Market Opportunity
- Operational Plan
- Financial Projections
- Sources of Funding
- Plans for How Funding will be used
- Appendices

Does Your Business Plan Answer these Questions?

- What is the need your business will satisfy?
- How is your company different than the competition?
- What is your marketing plan?
- Who are the key players within the company?
- How big is the market you are entering?
- What are your products and/or services? What sets them apart?
- What are the economics associated with your business?
- How long will it take to reach profitability?

Are you Avoiding these Business Plan Mistakes?

- Lack of detail.
- The plan is not complete.
- The information provided is vague.
- The plan makes unrealistic assumptions about the future.
- Inadequate research.
- You note that there is no competition.
- You neglect to examine the financial side of the business.