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.

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