

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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