

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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