

CONFIDENTIAL BUSINESS PLAN

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Executive Summary

Opportunity

Problem Summary

INSTRUCTIONS: Describe very briefly why your business needs to exist. What problem do you solve for your target market?

Target Market / Competition

INSTRUCTIONS: Describe your target customer or market segments. Again, keep things very brief in the executive summary and add more detail later in the plan. What is your target market doing right now to solve their problem? You have competition - including inertia and apathy.

Solution Summary

INSTRUCTIONS: Briefly summarize what your company does. The executive summary should be very short and you can go into more detail later in the plan.

Marketing Summary

INSTRUCTIONS: Briefly summarize what your plan is to go and get a meaningful percentage of that target market

Break-Even Summary

INSTRUCTIONS: Briefly summarize how your company plans to break-even and how fast.

Why Us?

INSTRUCTIONS: Write a brief overview of you and your team. Why are you the right people to build this business?

Financing

Financing Needed

INSTRUCTIONS: If you are writing a business plan to raise money for your business, include a brief summary of what you are looking for. If you aren't raising money or getting a loan, you can delete this section.

Sources of Funds

INSTRUCTIONS: Describe your financing plans. Are you investing your own money in the business? Do you have a credit card or line of credit? What other types of funds — personal or business loans, equity investments from others, etc. — do you expect to receive and when? If you do not have the full detail of future financing worked out yet, that is understandable. Just explain what you do know and when you expect to sort out the details.

Use of Funds

INSTRUCTIONS: If your forecast includes loans, investments, or other financing, use this space to explain what you plan to do with that money.

Opportunity

Problem & Solution

Problem Worth Solving

INSTRUCTIONS: Write a little more detail than you provided in the Executive Summary about the problem you are solving. What do your customers need? Do they need a better product, a cheaper product, or just a store in a better location? Describe why customers will want to buy from you.

Our Solution

INSTRUCTIONS: Provide additional detail, beyond what you wrote in the Executive Summary, about your product or service. What is unique and special about your company that's going to set it apart from the competition?

Target Market / Competition

Market Size & Segments

INSTRUCTIONS: Describe your key customers – who they are and what their key attributes are. If your company is targeting multiple customer groups (also called 'segments'), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.

Our Solution

Unfair Competitive Advantages / Solving Unmet Needs

INSTRUCTIONS: Explain why your product or service is better than the others. Also, be sure to describe any competitive advantages you may have, such as a patent or other unique component to your business.

Execution

Marketing & Sales

Marketing Plan

INSTRUCTIONS: Explain how you plan on getting the word out about your product to your target market(s). Will you use advertising? Perhaps you are developing a content marketing strategy. Whatever your marketing plans may be, describe them here.

Sales Plan

INSTRUCTIONS: If your company relies on sales people to close sales deals, you need a sales plan. Your sales plan should explain how you convert people who express interest in your product or service into paying customers. If you are opening a food truck, this section is less important and you can consider removing it. However, if you are starting a sales-heavy business like enterprise software or a car dealership, then you need to document how you will nurture leads and close deals.

Operations

Locations & Facilities

INSTRUCTIONS: Describe your company's physical locations. This might be your office, store locations, manufacturing plants, storage facilities — whatever is relevant to your business. How much space do you have available, and how well will it meet your current and future needs?

Technology

INSTRUCTIONS: Describe any important software, hardware, or other information technology that you use now or plan to use later to operate your business. That might include a point-of-sale system to take payments, an e-commerce engine for your website, a CRM solution for managing your pipeline, marketing tools for generating leads, and so on.

Equipment & Tools

INSTRUCTIONS: List any specialty equipment that you have or plan to acquire to do your work. This is an important component of the business plan for many industrial companies.

Key Relationships

INSTRUCTIONS: List any key vendor or partner relationships established or not any that need to be formed.

Milestones & Metrics

Milestones

INSTRUCTIONS: List your key milestones and the dates that you hope to accomplish them by. If you've already accomplished key goals for your business, list them here as evidence that your business is getting traction – in other words, it's getting positive attention from potential customers.

Key Metrics

INSTRUCTIONS: Explain which performance metrics are most important for understanding how your business is doing. What does success mean for you, and how will you know it when you see it?

Break Even Analysis & Commentary

INSTRUCTIONS: Assuming you hit your milestones when will the venture break-even -- when does it stop bleeding cash and start making profits?

Financial Plan

Forecast

Key Assumptions

INSTRUCTIONS: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?

Revenue Year One Quarterly

INSTRUCTIONS: Include a chart or table that shows your projected revenue.

Average Monthly Expenses

INSTRUCTIONS: Include a chart that shows your projected expenses.

Anticipated Net Profit (or Loss) for Year One

INSTRUCTIONS: Include a chart that shows your projected expenses.

Company

Overview

INSTRUCTIONS: Use this area to specify who owns your company. If there are multiple owners, describe each of them and how much of an ownership stake they have. Also, identify your company's legal structure. Is it a sole proprietorship — that is, just you working for yourself? Or a partnership, such as a limited-liability corporation (LLC) or partnership (LLP), where the profits pass through to the partners involved? Or a nonprofit organization? Or a proper S- or C-type corporation with its own tax obligations and the rest?

Team

Management Team

INSTRUCTIONS: List the members of the management team, including yourself. Describe each person's skills and experience and what they will be doing for the company. It's OK if you don't have everyone for a complete management team yet. In that case, make sure to identify gaps in your team that you intend to fill over time.

Advisors

INSTRUCTIONS: Describe any mentors, investors, former professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you as a business owner.

Statements

Projected Profit & Loss

Projected Balance Sheet

Appendix

Resumes ?

Notes to financial statements?