

Basic Business Plan Outline

1.0 Executive Summary

1.1 Problem

1.2 Solution

1.3 Market

1.4 Competition

1.5 Financial Highlights

2.0 Opportunity

2.1 Problem Worth Solving

2.2 Our Solution

2.3 Validation of Problem and Solution

2.4 Roadmap/Future Plans

3.0 Market Analysis Summary

3.1 Market Segmentation

3.2 Target Market Segment Strategy

3.2.1 Market Needs

3.2.2 Market Trends

3.2.3 Market Growth

3.3 Key Customers

3.4 Future Markets

3.5 Competition

3.5.1 Competitors and Alternatives

3.5.2 Our Advantages (see an [example](#))

4.0 Execution

4.1 Marketing Plan

4.2 Sales Plan

4.3 Location and Facilities

4.4 Technology

4.5 Equipment and Tools

4.6 Milestones

4.7 Key Metrics

5.0 Company and Management Summary

5.1 Organizational Structure

5.2 Management Team

5.3 Management Team Gaps

5.4 Personnel Plan

5.5 Company History and Ownership

6.0 Financial Plan

6.1 Revenue/Sales Forecast

6.2 Expenses

6.3 Projected Profit and Loss

6.4 Projected Cash Flow

6.5 Projected Balance Sheet

6.7 Business Ratios

7.0 Appendix