BUSINESS PLAN

Checklist

EXECUTIVE SUMMARY

(A SUMMARY OF WHAT IS TO COME IN THE BUSINESS PLAN)

PRODUCT

(WHAT YOU OFFER)

- Who are your competitors, and how are you different?
- What is your value proposition? What about your product is better than the others?
- Is it higher quality? Is it less expensive? Does it have a special feature?

MARKET

(WHO YOU OFFER IT TO)

- What is the size of the market?
- How much of the market do you expect to capture? Why?
- Will your product disrupt the market you are competing in? How?

SALES AND MARKETING

(HOW YOU TALK TO YOUR MARKET AND HOW THEY'LL BUY IN)

- Content? Social media? PR? Paid advertising?

FINANCIALS

(HOW MUCH IS GOING IN AND HOW MUCH IS GOING OUT)

- What are your main sources of revenue?
- What are your monthly costs?
- Based on revenues and costs, what does your cash flow look like?
- How much money do you need to invest before your revenues pay for the costs?

OPERATIONS

(HOW YOU WILL DO IT ALL)

- Are you a manufacturing business? Will you be hiring a production company?
- Will there be office space? Any other monthly overhead to consider?

MANAGEMENT AND PERSONNEL

(WHO WILL DO IT ALL)

- What makes you uniquely qualified to launch this venture?
- What's your staffing plan? How many employees will you have, how much will they be paid, and when will they start?
- How will you hire and recruit?
- Do you have a slogan? Do you have a company philosophy?