

Elements of a Successful Business Plan

Executive Summary (1 page)

Company Overview (~1 page)

- Introduction
- Mission Statement
- History and Current Status
- Objectives

Product and Service (~1 page)

- Features
- Benefits
- Proprietary Rights
- Stage of Development

Market and Industry Analysis (~3pages)

- Market Size and Growth
- Trends
- Target Market
- Industry Structure
- Competitive Environment
- Competition
- Opportunity

Marketing Plan (~4 pages)

- Target Market Strategy
- Channel
- Positioning
- Product/Service Strategy
- Pricing Strategy
- E-commerce
- Communication Strategy
- Sales Strategy
- Revenue Model

Operations Plan (~2 pages)

- Operations Strategy
- Scope of Operations
- Ongoing Operations

Development Plan (~1 page)

- Development Strategy

Management (~1 page)

- Company Organization
- Management Team

Competitive Advantage (1 page)

Financial Plan (~3 pages)

- Financial Projections
- Key Assumptions
- Sources and Uses of Funds
- Business Risks

Funding (1 page)

- Funding Requirements
- Funding Strategies
- Sources and Uses of Funds Statement
- Offering

Appendices (15 pages max)

Required

- Key financial assumptions
- 5 year Income Statement
- 5 year Balance Sheet
- 5 year Cash Flow
- Monthly & Quarterly Cash Flow Statements
- Financial Comps
- Resumes of founders and principals

Optional

- Customer surveys and results
- Operations layout
- Sample menus, web pages, adverts, etc.
- Anything else that will help to illuminate and/or sell your plan