



Time to  
**Write your  
business  
plan**

Once you've figured out what your business might be, it's time to get others bought into the idea. That's where a business plan comes in. Thought the exact content and format will vary depending on your intended audience, the goal is to communicate answers to a few essential questions.

Let's explore those key ideas and how to turn them into a plan.

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## FOUNDATION QUESTIONS

Think through and jot down the answers to a few of these key, foundational questions that your business plan will need to answer.

What's the problem your business is going to solve?

What's the business opportunity?

What's the product or service you will sell?

What's your business model - how will you make money?

How much money do you plan to make in your first year? In your first two years? Five years?

Who will you sell to?

How do you plan to reach those customers?

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## PRESENTATION STYLE

What is the best way to present responses to those key questions in the form of a business plan?

Who's the audience for this business plan?

What do you hope they do after reviewing your plan?

What format should your plan take?

- slide deck
- Document

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## SECTIONS AND SUBSECTIONS

Finally, decide what sections and subsections are most relevant to your business and will be compelling to include information about within your plan.

How long and detailed should your plan be?

\_\_\_\_\_ pages/slides

### OPPORTUNITY

- Problem and solution**
  - Problem worth solving
  - Our solution
- Target market**
- Competition**
  - Current alternatives
  - Our advantages

### EXPECTATIONS

- Forecast
- Financial highlights by year [chart]
- Financing needed

### EXECUTION

- Marketing and sales**
  - Marketing plan
  - Sales plan
- Operations**
  - Locations and facilities
  - Technology
  - Equipment and tools
- Milestones and metrics**
  - Milestones table
  - Key metrics

### COMPANY

- Overview**
- Team**
  - Management team
  - Advisors

### FINANCIAL PLAN

- Forecast**
  - Key assumptions
  - Revenue by month [chart]
  - Expenses by month [chart]
  - Net profit (or loss) by year [chart]
- Financing**
  - Use of funds
  - Sources of funds
- Statements**
  - Projected profit and loss
  - Projected balance sheet
  - Projected cash-flow statement

### OTHER

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