



Business Plan Outline

1. Executive Summary (50 words or less)
2. Company Description
 - a. Vision
 - b. Mission
 - c. Strategy
 - d. Current stage of development
 - e. Product or service overview
3. Industry and Market Description
 - a. Suppliers
 - b. Technology impacts
 - c. Seasonality impacts
 - d. Regulatory impacts
 - e. Economic impacts
 - f. Key trends
 - g. Size and growth
 - h. Customer segments
 - i. Customer needs
 - j. Customer buying decision making process
4. Competitive Context
 - a. Competitor profiles
 - b. Competitive offerings
 - c. Potential new entrants
 - d. Potential substitutes
5. Sales and Marketing
 - a. Product/Service description
 - i. Attributes
 - ii. Value proposition
 - iii. Differentiation from market
 - b. Pricing
 - c. Promotion
 - d. Distribution

6. Operations

- a. Research and Development
- b. Technology
- c. Manufacturing and/or service development
- d. Key suppliers
- e. Product or service delivery
- f. Customer service and support
- g. Outsourcing requirements (if applicable)

7. Human Resources

- a. HR strategy (if applicable)
- b. Organization chart
- c. Management team bios (if applicable)
- d. Board of directors or key advisors

8. Capitalization & Structure

- a. Legal entity structure
- b. Ownership table
- c. Capital plan
- d. Exit strategy (if any)

9. Risks and Risk Mitigation Ideas

10. Financial Goals & Objectives

- a. Business model
- b. Financial plan
- c. Break-even analysis
- d. Accounting and control
- e. Financial statements (if any)

