

BUSINESS PLAN CHECKLIST

A business plan is used to set strategic goals and describe how you will achieve them. This checklist outlines the most important elements to include in your business plan to help bring your idea to life! Read more about the business plans at www.abovetheglass.com/basics_of_a_business_plan

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? (annual revenues)
- How much of the market do you expect to capture? Why?
- Will your product disrupt the market you are competing in? How?

SALES & MARKETING *How you talk to your market, how they'll buy in*

- Content? Social Media? PR? Paid Advertising?

FINANCIALS *How much is going out, how much is coming in*

- 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 & PERSONNEL *Who will do it all*

- What about you 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 specific company slogans or workforce ethos?

