

BUSINESS PLAN

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PLEASE READ THIS FIRST:

The Ultimate Business Plan Template is much more than a fill-in-the-blanks template.

Each section of the plan includes questions to guide you step-by-step to completing your business plan in 8 hours or less.

NOTE: this is the Free version of Growththink's Ultimate Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

[Ultimate Business Plan Template](#)

I. Executive Summary

Key Questions to Answer:

- What does your business do?*
- What market need does your business solve?*
- What are 4-7 reasons why your business will be successful?*
- How much capital, if any, are you seeking for your business?*

II. Company Overview

Company Profile

- Where are you located?*
- When were you formed?*
- What is your legal entity form?*

Company Vision/Mission Statement

- What goals is your company trying to achieve?*

Past Accomplishments

- What successes has your company already achieved?*

III. Industry Analysis

Market Need

- What customer need are you fulfilling?*

Market Fundamentals

Market/Industry Overview

- In what market(s) do you compete?*

Market/Industry Trends

- What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- How large is your relevant market (the # of customers who can realistically buy from you)?*

Unique Qualifications

- What qualifications make your business uniquely qualified to succeed)?*

IV. Customer Analysis

Customer Needs

- What are the key needs of your target customers?*

Target Customer Profile

- Who are your target customers? Give a detailed demographic profile.*

V. Competitive Analysis

Direct Competitors

- Who are your direct competitors? What are their strengths and weaknesses?***

Indirect Competitors

- Who are your indirect competitors? What are their strengths and weaknesses?***

Competitive Advantage

- What are your competitive advantages? Are these sustainable (can competitors emulate them)?***

VI. Marketing Plan

Products and Services

- What are your products and/or services?***

Branding and Promotions Plan

- What is your desired brand positioning? How do you plan to promote your company's products and/or services?***

Distribution Plan

- How will you sell your products and/or services to customers? Directly? Through partners/distributors? Etc.***

VII. Operations Plan

Key Operational Processes

- What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?***

Business Milestones

- What milestones will you need to accomplish over the next 1-3 years in order to achieve success?***

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- Who are the key members of your management team?*

Management Team Gaps

- Who do you still need to hire?*

Board Members

- Do you have a Board? If so, who is it comprised of?*

IX. Financial Plan

Revenue Model

- In what ways do you generate revenues?*

Financial Highlights

Key Assumptions

- What key assumptions govern your financial projections?*

Topline Projections

- What are your topline 5 year financial projections?*

Funding Requirements/Use of Funds

- How much money do you need to start and/or run your business?
What are the primary uses of these funds?*

Exit Strategy (or Repayment Strategy)

- How will equity investors be paid? How will debt investors be paid?*

X. Appendix

The Appendix is used to support the rest of the business plan.

Include the following (if applicable) in the Appendix:

- Projected Income Statements, Balance Sheets and Cash Flow Statements*
- Technology: Technical drawings, patent information, etc.*
- Product/Service Details*
- Partnership and/or Customer Letters*
- Expanded Competitor Reviews*
- Customer Lists*

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