

CONFIDENTIAL

[Your company name here]

Your tagline

Business Plan

Prepared [date]

Contact Information

Jane Smith
jane@yourcompany.com
111-222-3333
www.yourcompany.com
1234 Main St.
Anywhere, OR 12345, USA

Table of Contents

Executive Summary	1
Opportunity	1
Expectations	1
Opportunity	3
Problem & Solution.....	3
Target Market	3
Competition	3
Execution.....	4
Marketing & Sales	4
Operations.....	4
Milestones & Metrics	5
Company.....	6
Overview	6
Team.....	6
Financial Plan	7
Forecast	7
Financing.....	9
<hr/>	
Statements	10
Appendix	13

Profit and Loss Statement	13
Balance Sheet.....	15
Cash Flow Statement.....	17

Executive Summary

Opportunity

Problem Summary

INSTRUCTIONS: Describe very briefly why your business needs to exist. What problem do you solve for your customers?

Solution Summary

INSTRUCTIONS: Briefly summarize what your company does. The executive summary should be very short and you can go into more detail later in the plan.

Market

INSTRUCTIONS: Describe your target customer or market segments. Again, keep things very brief in the executive summary and add more detail later in the plan.

Competition

INSTRUCTIONS: Summarize your key competition. Who will your customers also consider?

Why Us?

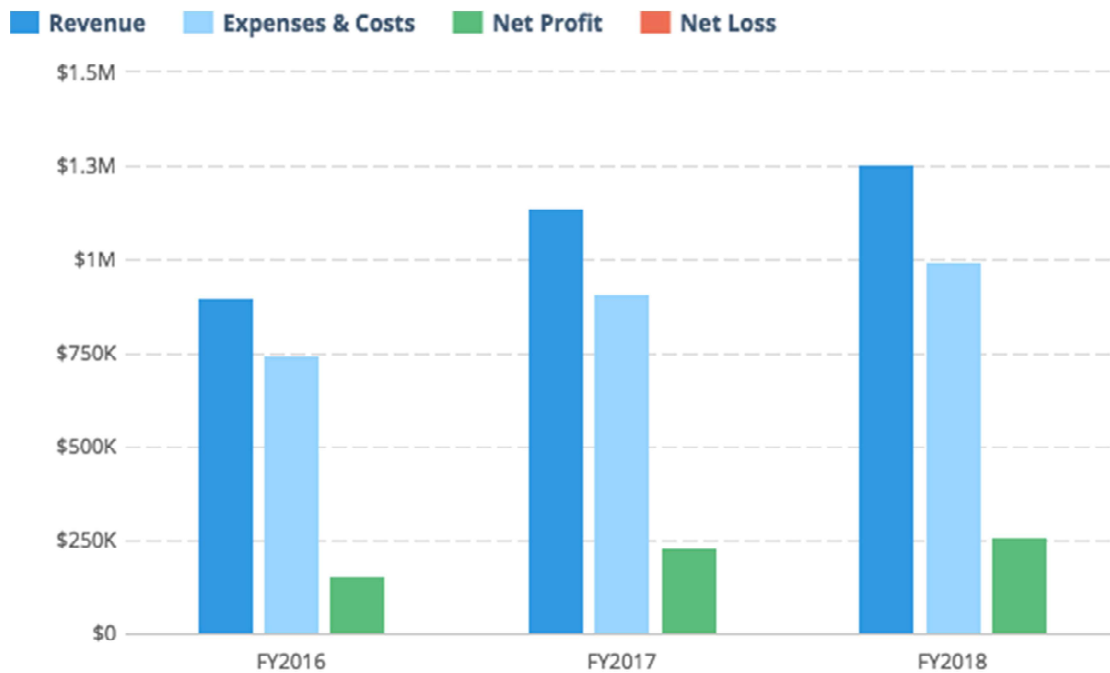
INSTRUCTIONS: Write a brief overview of you and your team. Why are you the right people to build this business?

Expectations

Forecast

INSTRUCTIONS: Write a brief overview of your financial targets. How much do you plan to sell in the next year? What are your long-term sales goals?

Financial Highlights by Year



INSTRUCTIONS: Insert a chart of your key financial metrics here. Tools like [LivePlan](#) will do this for you automatically.

Financing Needed

INSTRUCTIONS: If you are writing a business plan to raise money for your business, include a brief summary of what you are looking for. If you aren't raising money or getting a loan, you can delete this section.

Opportunity

Problem & Solution

Problem Worth Solving

INSTRUCTIONS: Write a little more detail than you provided in the Executive Summary about the problem you are solving. What do your customers need? Do they need a better product, a cheaper product, or just a store in a better location? Describe why customers will want to buy from you.

Our Solution

INSTRUCTIONS: Provide additional detail, beyond what you wrote in the Executive Summary, about your product or service. What is unique and special about your company that's going to set it apart from the competition?

Target Market

Market Size & Segments

INSTRUCTIONS: Describe your key customers – who they are and what their key attributes are. If your company is targeting multiple customer groups (also called 'segments'), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.

Competition

Current Alternatives

INSTRUCTIONS: Describe your current competition. What products and services are people using instead of yours?

Our Advantages

INSTRUCTIONS: Explain why your product or service is better than the others. Also, be sure to describe any competitive advantages you may have, such as a patent or other unique component to your business.

Execution

Marketing & Sales

Marketing Plan

INSTRUCTIONS: Explain how you plan on getting the word out about your product to your target market(s). Will you use advertising? Perhaps you are developing a content marketing strategy. Whatever your marketing plans may be, describe them here.

Sales Plan

INSTRUCTIONS: If your company relies on sales people to close sales deals, you need a sales plan. Your sales plan should explain how you convert people who express interest in your product or service into paying customers. If you are opening a food truck, this section is less important and you can consider removing it. However, if you are starting a sales-heavy business like enterprise software or a car dealership, then you need to document how you will nurture leads and close deals.

Operations

Locations & Facilities

INSTRUCTIONS: Describe your company's physical locations. This might be your office, store locations, manufacturing plants, storage facilities — whatever is relevant to your business. How much space do you have available, and how well will it meet your current and future needs?

Technology

INSTRUCTIONS: Describe any important software, hardware, or other information technology that you use now or plan to use later to operate your business. That might include a point-of-sale system to take payments, an e-commerce engine for your website, a CRM solution for managing your pipeline, marketing tools for generating leads, and so on.

Equipment & Tools

INSTRUCTIONS: List any specialty equipment that you have or plan to acquire to do your work. This is an important component of the business plan for many industrial companies.

Milestones & Metrics

Milestones

INSTRUCTIONS: List your key milestones and the dates that you hope to accomplish them by. If you've already accomplished key goals for your business, list them here as evidence that your business is getting traction - in other words, it's getting positive attention from potential customers.

Key Metrics

INSTRUCTIONS: Explain which performance metrics are most important for understanding how your business is doing. What does success mean for you, and how will you know it when you see it?

Company

Overview

INSTRUCTIONS: Use this area to specify who owns your company. If there are multiple owners, describe each of them and how much of an ownership stake they have. Also, identify your company's legal structure. Is it a sole proprietorship — that is, just you working for yourself? Or a partnership, such as a limited-liability corporation (LLC) or partnership (LLP), where the profits pass through to the partners involved? Or a nonprofit organization? Or a proper S- or C-type corporation with its own tax obligations and the rest?

Team

Management Team

INSTRUCTIONS: List the members of the management team, including yourself. Describe each person's skills and experience and what they will be doing for the company. It's OK if you don't have everyone for a complete management team yet. In that case, make sure to identify gaps in your team that you intend to fill over time.

Advisors

INSTRUCTIONS: Describe any mentors, investors, former professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you as a business owner.

Financial Plan

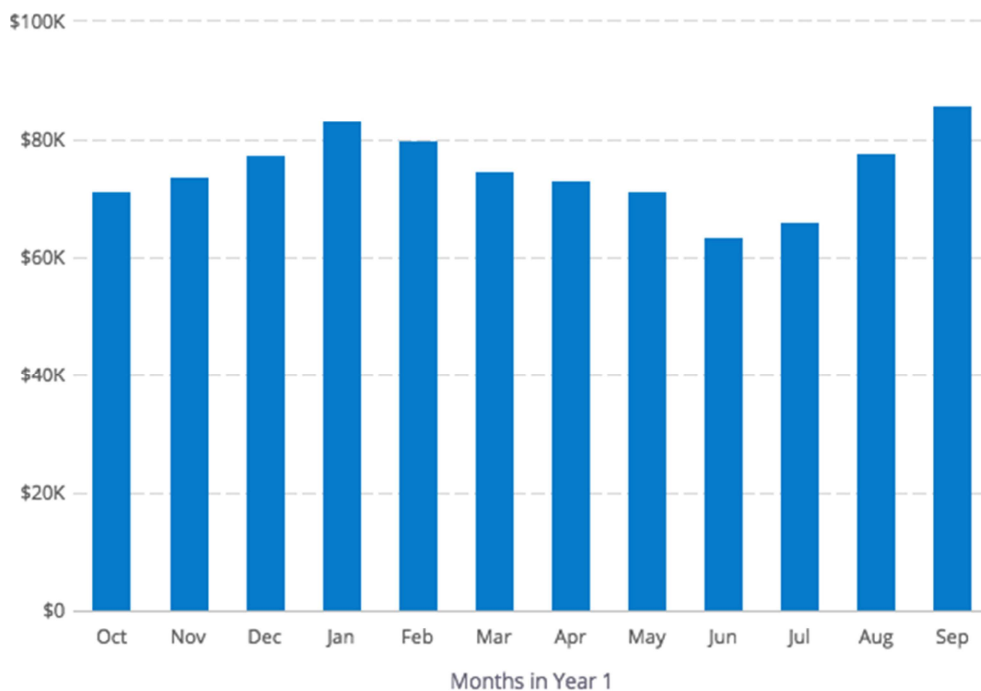
Forecast

Key Assumptions

INSTRUCTIONS: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?

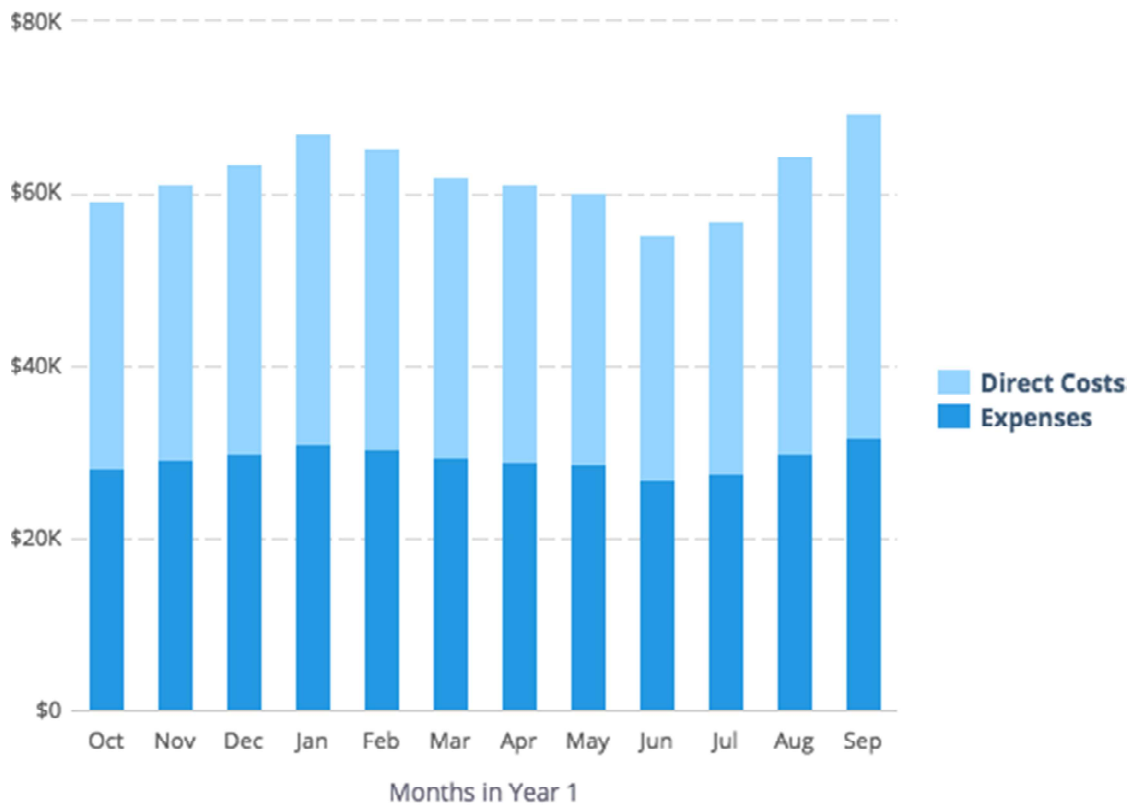
Revenue by Month

INSTRUCTIONS: Include a chart that shows your projected revenue. A tool like [LivePlan](#) can help you create a chart like this and automatically include it in your business plan.



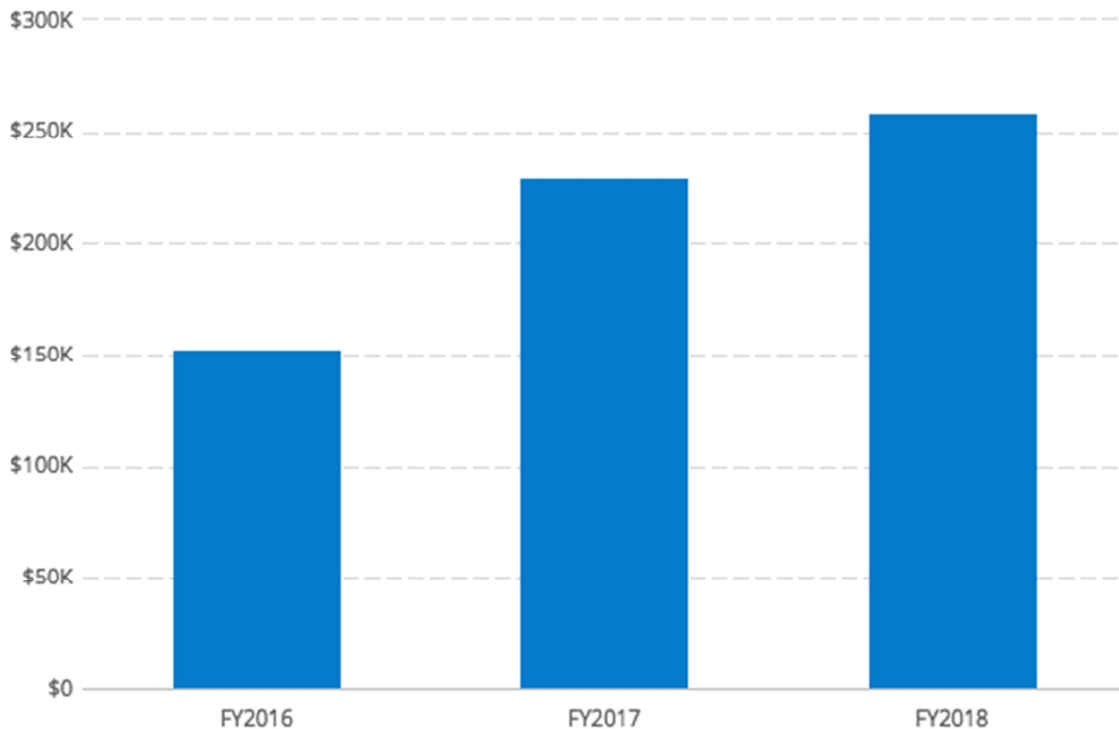
Expenses by Month

INSTRUCTIONS: Include a chart that shows your projected expenses. A tool like [LivePlan](#) can help you create a chart like this and automatically include it in your business plan.



Net Profit (or Loss) by Year

INSTRUCTIONS: Include a chart that shows your projected expenses. A tool like [LivePlan](#) can help you create a chart like this and automatically include it in your business plan.



Financing

Use of Funds

INSTRUCTIONS: If your forecast includes loans, investments, or other financing, use this space to explain what you plan do with that money.

Sources of Funds

INSTRUCTIONS: Describe your financing plans. Are you investing your own money in the business? Do you have a credit card or line of credit? What other types of funds — personal or business loans, equity investments from others, etc. — do you expect to receive and when? If you do not have the full detail of future financing worked out yet, that is understandable. Just explain what you do know and when you expect to sort out the details.

Statements

Projected Profit & Loss

INSTRUCTIONS: Provide a summary of your financial forecast here. You can certainly do this by yourself, but tools like [LivePlan](#) make it much easier.

	FY2018	FY2019	FY2020
Revenue			
Direct Costs			
Gross Margin			
Gross Margin %			
Operating Expenses			
Salary			
Employee Related Expenses			
Total Operating Expenses			
Operating Income			
Interest Incurred			
Depreciation and Amortization			
Income Taxes			
Total Expenses			
Net Profit			
Net Profit / Sales			

Projected Balance Sheet

INSTRUCTIONS: Include your balance sheet here.

	FY2018	FY2019	FY2020
Cash			
Accounts Receivable			
Inventory			
Other Current Assets			
Total Current Assets			
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets			
Accounts Payable			
Income Taxes Payable			
Sales Taxes Payable			
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities			
Long-Term Debt			
Total Liabilities			
Paid-in Capital			
Retained Earnings			
Earnings			
Total Owner's Equity			
Total Liabilities & Equity			

Projected Cash Flow Statement

INSTRUCTIONS: Include your cash flow statement here.

	FY2018	FY2019	FY2020
Net Cash Flow from Operations			
Net Profit			
Depreciation and Amortization			
Change in Accounts Receivable			
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable			
Change in Sales Tax Payable			
Change in Prepaid Revenue			
Net Cash Flow from Operations			
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period			
Net Change in Cash			
Cash at End of Period			

Appendix

Profit and Loss Statement (With Monthly Detail)

FY2018	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18
Revenue												
Direct Costs												
Gross Margin												
Gross Margin %												
Operating Expenses												
Salary												
Employee Related Expenses												
Total Operating Expenses												
Operating Income												
Interest Incurred												
Depreciation and Amortization												
Income Taxes												
Total Expenses												
Net Profit												
Net Profit / Sales												

Profit and Loss Statement (Annual Detail)

	FY2018	FY2019	FY2020
Revenue			
Direct Costs			
Gross Margin			
Gross Margin %			
Operating Expenses			
Salary			
Employee Related Expenses			
Total Operating Expenses			
Operating Income			
Interest Incurred			
Depreciation and Amortization			
Income Taxes			
Total Expenses			
Net Profit			
Net Profit / Sales			

Balance Sheet (With Monthly Detail)

	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18
FY2018												
Cash												
Accounts Receivable												
Inventory												
Other Current Assets												
Total Current Assets												
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets												
Accounts Payable												
Income Taxes Payable												
Sales Taxes Payable												
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities												
Long-Term Debt												
Total Liabilities												
Paid-in Capital												
Retained Earnings												
Earnings												
Total Owner's Equity												
Total Liabilities & Equity												

Balance Sheet (Annual Detail)

	FY2018	FY2019	FY2020
Cash			
Accounts Receivable			
Inventory			
Other Current Assets			
Total Current Assets			
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets			
Accounts Payable			
Income Taxes Payable			
Sales Taxes Payable			
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities			
Long-Term Debt			
Total Liabilities			
Paid-in Capital			
Retained Earnings			
Earnings			
Total Owner's Equity			
Total Liabilities & Equity			

Cash Flow Statement (With Monthly Detail)

	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18
FY2018												
Net Cash Flow from Operations												
Net Profit												
Depreciation and Amortization												
Change in Accounts Receivable												
Change in Inventory												
Change in Accounts Payable												
Change in Income Tax Payable												
Change in Sales Tax Payable												
Change in Prepaid Revenue												
Net Cash Flow from Operations												
Investing & Financing												
Assets Purchased or Sold												
Investments Received												
Change in Long-Term Debt												
Change in Short-Term Debt												
Dividends & Distributions												
Net Cash Flow from Investing & Financing												
Cash at Beginning of Period												
Net Change in Cash												
Cash at End of Period												

Cash Flow Statement (Annual Detail)

	FY2018	FY2019	FY2020
Net Cash Flow from Operations			
Net Profit			
Depreciation and Amortization			
Change in Accounts Receivable			
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable			
Change in Sales Tax Payable			
Change in Prepaid Revenue			
Net Cash Flow from Operations			
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period			
Net Change in Cash			
Cash at End of Period			