

Business Plan Guide

Please write one-two paragraphs about each section on a separate document.

Company Description

Use your company description to provide detailed information about your company. Go into detail about the problems your business solves, who your customers are, and goals for your business. Explain the competitive advantages that will make your business a success. Include your logo, product or service, and basic information about your company's history, leadership team, employees, and location.

This section is an overview, you will go into more detail in the following sections.

Market Analysis

You'll need a good understanding of your industry's outlook and target market. Competitive research will show you what other businesses are doing and what their strengths are. Who are your competitors? What do successful competitors do? Why does it work? Can you do it better?

Organization and Management

Describe how your company will be structured and who will manage it. Show how each person's unique experience will contribute to the success of your business. What is the vision for the future of your business and how will you manage it to achieve that vision?

Describe the legal structure of your business. State whether you have or intend to incorporate your business as a C or an S corporation, LLC, Partnership, or Sole Proprietorship. Attach incorporation documents and licenses/permits to your plan.

Service or Product Line

Describe what you sell or what service you offer. Explain how it benefits your customers and how the product lifecycle looks.

Be specific, and list out the consumers, organization, or businesses your company plans to serve. How will you price your product and bill your customers?

Marketing and Sales

There's no single way to approach a marketing strategy. Your strategy should evolve and change to fit your unique needs. Your goal in this section is to describe how you'll attract and retain customers. Describe how a sale will actually happen.

Funding Request

Give a detailed description of how much you are requesting and what it will be used for with a total. How will each item contribute to the success of your business? Do you have funds for closing costs or a down payment? Some items can be their own collateral for financing but it is a good idea to include other owned assets that could be considered as collateral.

Financial projections

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three years or since startup. If you have other collateral you could put against a loan, make sure to list it now.

If you are getting financing to start your business, include projected startup expenses and cash flow projections broken out by months for the first year and annually for three years. Make sure to clearly explain your projections and match them to your funding requests.