



**BUSINESS TO
WORLD
SOLUTIONS**

Business Plan

Cheat Sheet

1

Company Description

Company History

A concise timeline of developments.

Business Model

How the business generates income

Market Needs

What problem is being solved.

Products/Services

How your product or service solves the problem

2

Market Analysis

Industry Overview

Teach them about your industry

Target Market

Who is your target audience

Competitive Analysis

Give details about your competition

Market Trends

Current trends in the market that impacts the business

7

Appendix

Supporting Documents

Additional Document to support

your claim

Examples:

Resumes

Detailed research

Permits

0/8

Executive Summary

Overview of the Business

Briefly describe your business

Mission Statement

Here talk about the forecasted steps the company will take and why

Goals and Objectives

Short term and long term goals

3

Market Strategy

Marketing Plan

Your plan to attract and retain customers

Branding

How do you want people to see your brand

Sales Strategy

How do you plan to sale

Advertising and Promotions

Explain how you will spark interest

4

Operations Plan

Operational Workflow

What does your day to day look like?

Technology

What tech needs to be put in place to streamline

Location

Where will work be done?

Legal Considerations

What Permits and licenses are needed

6

Management Team

Organizational Structure

Break down of chain of commandment

Management Team

Who will front line operations

Advisors

Any advisors and consultants go here



5

Financial Plan

Funding Requirements

What is the total budget required for a project like this?

Revenue Model

This shows how you'll make money

Projections & Analysis

Statements, identify risk, and plan for deal with them

