

# Business Plan

While there are many ways to layout your Business Plan, some key components to consider are included below. Each section of the plan is strategically placed to help build a compelling story and should be peppered with images, if appropriate. Your Executive Summary should be a 2-3-page distillation of your plan that gives potential lenders and investors a preview of your business. It should inspire them to want more information via a vis your Business Plan.

## Company description

- Vision statement: why are you doing what you are doing
- History/background
- Purpose
- Goals and objectives (growth and actions)

## Products or services

- Description
  - Features and benefits
  - Need/problem solving
- Pricing
- Images

## Target market

- Demographic and Psychographics characteristics
- Where find customers

## Marketing strategy

- Brand positioning
- How promote/advertise to target market
- Sales/distribution channels (how reach end user)

## Market analysis

- Industry
- Competition
- Trends

## Organization

- Structure
- Management team
- Advisors
- Operations/work flow

## Financials (summary numbers)

- Historical
- Projections

## Funding request

- Use of funds