

## **Business Plan Template for Startup Business**

**Although the Executive Summary section appears first in the business plan, write it last, after you have written sections 2-9.**

**The Executive Summary should be approximately 1-5 pages and summarize the key points made in more detail in the rest of the document.**

1. Executive Summary
  1. Introduction
  2. Market Overview
  3. The Concept
  4. Potential for Success
  5. Revenue Sources
  6. Management Team
  7. Break Even Analysis (Pro Forma P & L)
  8. 3 Year P & L
  9. 3 Year Operating Budget

**Provide details on the product and business concept in Section 2. Include details about products currently in the marketplace that are like your products, and how your product will be different.**

2. The Concept

**In Section 3 and 4, describe the intended customer. Who will buy your product or service? Include details such as their age, income level, education level, and geographic location in Section 3. In section 4, describe the market potential and include estimated sales figures.**

3. Target Audience/Segmentation

4. Marketing Potential

**Section 5 is the marketing plan for your startup business. Include the overall approach to the market and the various marketing methods you will use to acquire new customers.**

5. Marketing Plan

**Include your resume or biography in Section 6 along with the same information for your management team and/or potential partners. Investors like to know that the people running a startup business have experience.**

6. Management/Strategic Partners

**The Financials section should be very detailed and include both an estimated 3-year Operating Budget and a 3-year Pro Formal Profit and Loss Statement. Be sure to include all potential expenses, such as rent, utilities, computers, salaries, insurance and manufacturing costs.**

## 7. Financials