

BUSINESS PLAN

BUSINESS NAME

MISSION STATEMENT

*We need visions of larger things, visions for the unfolding of worthwhile things
-Mary McLeod Bethune*

What I am selling?	My business location	The problem I am solving?	Basics Checklist
<hr/>	<hr/>	<hr/>	<input type="radio"/> Bank Account
<hr/>	<hr/>	<hr/>	<input type="radio"/> Business Cards
<hr/>	<hr/>	<hr/>	<input type="radio"/> Licences, Taxes
<hr/>	<hr/>	<hr/>	<input type="radio"/> DBA/Trademarks
<hr/>	<hr/>	<hr/>	<input type="radio"/> Social Media
<hr/>	<hr/>	<hr/>	<input type="radio"/> Website
<hr/>	<hr/>	<hr/>	Notes _____
<hr/>	<hr/>	<hr/>	_____
<hr/>	<hr/>	<hr/>	_____

How I am funding my business				Business Type
Self Funding	Business Grants	Product Pre-Sales	Crowdfunding	<input type="radio"/> Limited Liability Corporation <input type="radio"/> Corporation (Inc) <input type="radio"/> Sole Proprietorship <input type="radio"/> Non-Profit
\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	
Family & Friends	Partnering	Credit	Investors	
\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	
Total funding	\$ <input type="text"/>	Financial Notes _____		

How will I market my business?

Social Media
 Direct Mail
 Google Ad Words
 Word of Mouth
 Guerrilla Marketing
 Other _____

What makes my business different?

Current Market/Competition

Business Management Structure			
Employees Job Title	Full-Time/Part-Time	Salaried or Hourly	Contractors
1. _____	_____	_____	1. _____
2. _____	_____	_____	2. _____
3. _____	_____	_____	3. _____
4. _____	_____	_____	4. _____
5. _____	_____	_____	5. _____