

How to Write a Business Plan: A Free Checklist and Table of Contents Template

This is a free checklist template that will guide you through the step-by-step process of writing an effective and successful business plan.

Cover Page

- Logo
- Company Name
- Contact Info (Name, Email, Phone Number)

I. Executive Summary

- Mission Statement
- Business Plan Overview
- Goals and Milestones

II. Company Description

- History
- Founding Members

III. Management and Company Structure

- Managing Partners
- Current Investors
- Corporate Structure
- Professional Advisors

IV. Market Analysis

- Target Market
 - Competitive Analysis
 - Surveys
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V. Service or Product

- Description
 - Proprietary Features
 - Quality Assurance Measures
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VI. Sales and Marketing

- Sales Strategy
 - Marketing Strategy (Digital and Traditional)
 - Timeline
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VII. Financial

- Corporate Setup Fees and Costs
 - Monthly/Yearly Fees and Costs
 - Financial Projections
 - Funding Request
 - Expected ROI and Timeline
 - Forecasted Capitalization
 - Exit Strategy (If applicable)
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VIII. Appendices

- Charts
 - Product Sketches and Wireframes
 - Key Contacts
 - Other
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