

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)
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- **I. Executive Summary**

- Mission Statement
 - Business Plan Overview
 - Goals and Milestones
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- **II. Company Description**

- History
 - Founding Members
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- **III. Management and Company Structure**

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