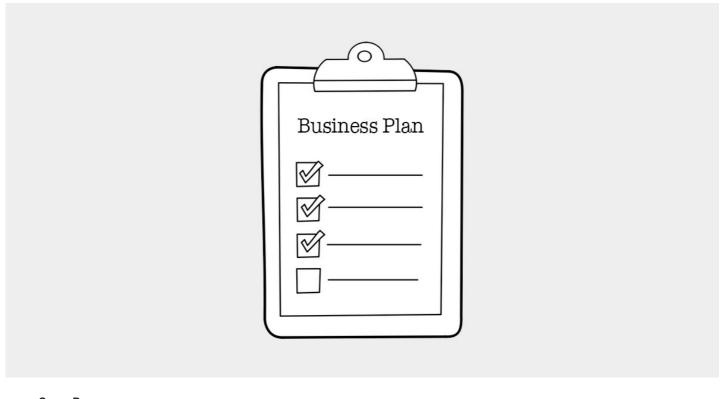
How to Write a Business Plan: A Free Checklist and Table of Contents Template

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



Logo		
Company Name		
Contact Info (Name, Email, Phon	e Number)	
I. Executive Summary		
Mission Statement		
Business Plan Overview		
Goals and Milestones		
II. Company Description		
II. Company Description		
II. Company Description		
II. Company Description		
II. Company Description History Founding Members		
II. Company Description History Founding Members III. Management and Co		
II. Company Description History Founding Members III. Management and Co Managing Partners		
II. Company Description History Founding Members III. Management and Co Managing Partners Current Investors		
II. Company Description History Founding Members III. Management and Co Managing Partners Current Investors Corporate Structure		

• Competitive Analysis

Surveys

V. Service or Product
Description
Proprietary Features
Quality Assurance Measures
VI. Sales and Marketing
Sales Strategy
Marketing Strategy (Digital and Traditional)
Timeline
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)
VIII. Appendices
• Charts
Product Sketches and Wireframes
• Key Contacts
• Other

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