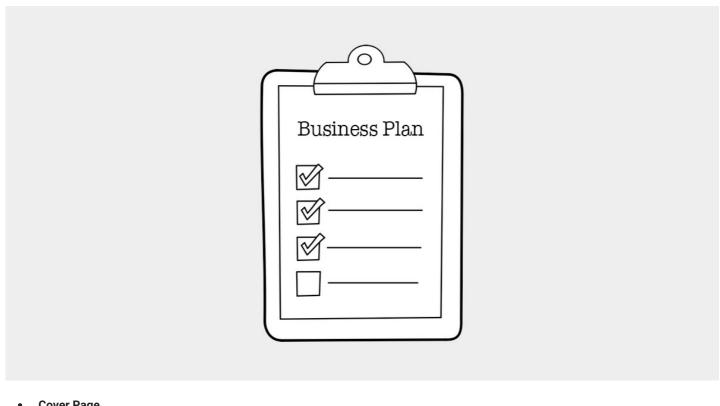
## How to Write a Business Plan: A Free Checklist and Table of Contents Template

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, Phone N	mber)
I. Executive Summary	
Mission Statement	
Business Plan Overview	
History	
II. Company Description History Founding Members	
II. Company Description  History	any Structure
II. Company Description  History Founding Members  III. Management and Comp	any Structure
II. Company Description  History  Founding Members  III. Management and Company  Managing Partners	any Structure
II. Company Description  History  Founding Members	any Structure

Target MarketCompetitive 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	

Created By Marvin Russell - http://marvinrussell.com