

Business Plan Template



EXECUTIVE SUMMARY

- ❑ Briefly describe the fundamental elements of your business. Describe what businesses you are in, why you are in it, and what you hope to accomplish. For example, describe your business in terms of where it has come from, where it is now, where you want it to go, and how you plan to get it there.

BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES

- ❑ Briefly describe when, how, and why you formed the company and its development so far.
- ❑ List your short term (next 12 months) and long-term objectives.
- ❑ Describe your company's major successes or achievements to date including difficulties and/or obstacles that your company has overcome.
- ❑ Describe how the company was initially capitalized, and how it has been funded since its founding.

PRODUCTS AND/OR SERVICES

- ❑ List and describe your products/services. What makes your products or service unique?

MARKETING PLAN

- Describe your present market. Give geographic location of your customers and types of customers you serve. Describe your ideal customer and why they buy your product / service. Where are you locating your business and why?
- What's your brand? What does your company stand for? What's your tagline or slogan?
- Describe the marketing techniques, strategies, and tools you will use in the future to promote your business. How much of your budget are you allocating toward each?
- If your business is seasonal, explain how the company adjusts to seasonal factors.

COMPETITION

- List the businesses that you have identified as primary competitors in your market(s). Identify their strengths and weaknesses.
- What advantages and disadvantages does your company have as compared with its primary competitors?

OPERATIONAL PLAN

- How many and what type of employees do you need? How will you hire them?
- What supplies and equipment do you need? Who are you going to work with to source your supplies and equipment?

- ❑ Who is managing the business? What is the management structure?
- ❑ What are the key activities of your business?

FINANCES

- ❑ How much funding do you need? From where will you get your funding?
- ❑ What are your costs? (list out your costs)
- ❑ What are your different revenue streams? How much do you expect to make per a month from each?(list out the different products and services that you sell)
- ❑ What are your projected sales and expenses? If you don't have projections you can build them here.

MORE INFO

To start a fundraiser on Mainvest, fill out an application [here](#).

To get in touch with a Mainvest representative, contact info@mainvest.com.

For more resources on starting a business, check out our Resource Center [here](#).