

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

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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