

Typical Business Plan Outline Topics

Executive Summary

General Company Description

Size of Market

Products and Services

Industry Analysis

Marketing Plan

Sales Plan

Operational Plan

Organizational Structure

Legal Issues

Management / Ownership Experience

Start-up Expenses

Planned Capital Structure

Financial Plan & Projections

- Breakeven Analysis
- Cash Flow / Cash Consumption / Runway
- Debt Service Coverage
- Return On Equity

SWOT analysis

Progress Milestones

Contingencies and Planned Responses

Exit Strategy

(Note: we try to keep most plans to 20 pages or less plus charts because the bankers and investors won't read more than that anyway – we interest them with a compelling Executive Summary and then we capture them with a solid, well prepared Plan).