

Business Plan

1. The business / executive summary
 - A. Business description
 - B. Marketing
 - C. Competition
 - D. Operating Procedures
 - E. Personnel
2. Financial Data
 - A. Funding
 - B. Capital Equipment and supply list
 - C. Balance Sheet
 - D. Breakeven Point
 - E. Profit and loss statements
3. Three year summary
 - A. Detail by month, first year
 - B. Detail by quarters, second and third years
4. Pro-forma cash flow

Executive Summary

1. Problem summary - why does your business need to exist?
2. Market - target market and profiles
3. Key Competition
4. Team - why you?
5. Financial targets - how much do you expect to make?
6. Operating procedures - distribution channels

Financial Highlights

1. Net profit
2. Net losses
3. Revenue
4. Expenses
5. Financing funds - sources and how you spent it
6. Projected profit and loss, projected balance sheet, cash flow statement

Marketing & Operations

1. Marketing plan/content strategy - how will you get your product out to the public? Advertising, content, paid media, social media etc.
2. Operations - Physical locations including stores, offices, factories etc.
3. Technology - Any technology you use or plan on using.
4. Equipment - Any equipment you use or plan on using.

Milestones & Metrics

1. The key milestones you plan on hitting and when.
2. The metrics you plan on using to hit those milestones.

Team

1. Executive/senior team & advisors.
2. List their professional experience, skills and what they will be bringing to the table.