

Business plan checklist

page 1 of 5

OVERALL PLAN

Readability

Yes No

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Language is concise (does not read like novel or term paper). |
| <input type="checkbox"/> | <input type="checkbox"/> | Section stands on its own and clearly defines and satisfies its objective. |
| <input type="checkbox"/> | <input type="checkbox"/> | Facts are supported with sufficient documentation. |
| <input type="checkbox"/> | <input type="checkbox"/> | Conclusions drawn from facts are reasonable. |
| <input type="checkbox"/> | <input type="checkbox"/> | Facts are supported with sufficient charts and graphs. |

Spelling/Grammar/Math

Yes No

- | | | |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Spelling is correct. |
| <input type="checkbox"/> | <input type="checkbox"/> | Grammar is clean. |
| <input type="checkbox"/> | <input type="checkbox"/> | Math is correct. |

Formatting

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Font choice is readable. |
| <input type="checkbox"/> | <input type="checkbox"/> | Spacing between lines is sufficient. |
| <input type="checkbox"/> | <input type="checkbox"/> | Plan contains subheads. |
| <input type="checkbox"/> | <input type="checkbox"/> | Formatting on heads and subheads is consistent. |
| <input type="checkbox"/> | <input type="checkbox"/> | Contains page numbers. |
| <input type="checkbox"/> | <input type="checkbox"/> | Formatting on page numbers is consistent. |
| <input type="checkbox"/> | <input type="checkbox"/> | Plan contains enough white space for readability. |

COVER PAGE/TABLE OF CONTENTS

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Cover page contains name of business. |
| <input type="checkbox"/> | <input type="checkbox"/> | Cover page contains chief executive's name. |
| <input type="checkbox"/> | <input type="checkbox"/> | Cover page contains address, telephone, fax numbers, e-mail, and web address. |
| <input type="checkbox"/> | <input type="checkbox"/> | Cover page contains company logo. |
| <input type="checkbox"/> | <input type="checkbox"/> | Page numbers in table of contents correspond correctly. |
| <input type="checkbox"/> | <input type="checkbox"/> | Table of contents includes contents for appendix. |

EXECUTIVE SUMMARY

Yes No

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Length of summary is appropriate (does not exceed three pages and wholly describes the new venture). |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies company's unique features. |
| <input type="checkbox"/> | <input type="checkbox"/> | Specifies what the management team hopes to accomplish. |
| <input type="checkbox"/> | <input type="checkbox"/> | Specifies how much money the company needs and how funds will be obtained. |

Business plan checklist

page 2 of 5

Existing Business

Yes No

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Describes when and why the company was formed. |
| <input type="checkbox"/> | <input type="checkbox"/> | Describes the marketing history of the product and service. |
| <input type="checkbox"/> | <input type="checkbox"/> | Outlines the company's annual sales, profits, and overall performance to date. |

MANAGEMENT AND ORGANIZATION

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Lists key management positions. |
| <input type="checkbox"/> | <input type="checkbox"/> | Outlines primary job duties and responsibilities assigned to each position. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the individuals who are expected to fill each position. |
| <input type="checkbox"/> | <input type="checkbox"/> | Summarizes each person's prior business experience. |
| <input type="checkbox"/> | <input type="checkbox"/> | Establishes credibility of the management team. |
| <input type="checkbox"/> | <input type="checkbox"/> | Provides explanation of how deficiencies will be overcome. |

PRODUCTS AND SERVICE

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Product and Service description not too technical. |
| <input type="checkbox"/> | <input type="checkbox"/> | Product and Service description not too broad. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies unique features. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies special benefits. |
| <input type="checkbox"/> | <input type="checkbox"/> | Wholly explains liability limitations. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies all fixed, variable and indirect product or service costs. |
| <input type="checkbox"/> | <input type="checkbox"/> | Anticipates future development plans. |
| <input type="checkbox"/> | <input type="checkbox"/> | Lists requirements from regulatory agencies. |
| <input type="checkbox"/> | <input type="checkbox"/> | Provides evidence that the product and service is technologically feasible. |
| <input type="checkbox"/> | <input type="checkbox"/> | Provides backup suppliers and subcontractors. |

Business plan checklist

page 3 of 5

MARKETING PLAN

Industry Profile

Yes No

<input type="checkbox"/>	<input type="checkbox"/>	Addresses current market size.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses growth potential of the market.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses geographic locations.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses industry trends.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses seasonal factors.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses profit characteristics.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses existing distribution networks.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses basis of industry competition.

Competition

Yes No

<input type="checkbox"/>	<input type="checkbox"/>	Contains chart to illustrate competitive position in marketplace.
<input type="checkbox"/>	<input type="checkbox"/>	Describes competitive advantage.
<input type="checkbox"/>	<input type="checkbox"/>	Summarizes nature of competition.

Pricing

Yes No

<input type="checkbox"/>	<input type="checkbox"/>	Contains price sheet.
<input type="checkbox"/>	<input type="checkbox"/>	Contains volume and special pricing information.
<input type="checkbox"/>	<input type="checkbox"/>	Contains pricing procedures for industry.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses gross margin potential.

Other Marketing Issues

Yes No

<input type="checkbox"/>	<input type="checkbox"/>	Contains customer profile.
<input type="checkbox"/>	<input type="checkbox"/>	Contains target markets and size of each.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses market penetration.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses advertising and promotion.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses packaging and labeling.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses customer reaction.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses warranties and guarantees.
<input type="checkbox"/>	<input type="checkbox"/>	Addresses trade shows.
<input type="checkbox"/>	<input type="checkbox"/>	Discusses future markets.

Business plan checklist

page 4 of 5

FINANCIAL PLAN

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Sales and profit projections appear to be reasonable. |
| <input type="checkbox"/> | <input type="checkbox"/> | Wholly supports assumptions/projections. |
| <input type="checkbox"/> | <input type="checkbox"/> | All operating expenses have been included. |
| <input type="checkbox"/> | <input type="checkbox"/> | Hidden costs have been identified. |
| <input type="checkbox"/> | <input type="checkbox"/> | Salaries and other benefits are in line. |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses contingency plan if sales forecasts go unmet. |
| <input type="checkbox"/> | <input type="checkbox"/> | Financial documents are mathematically correct. |
| <input type="checkbox"/> | <input type="checkbox"/> | Figures on various documents (Cash flow, income statement, balance sheet) are consistent. |

OPERATING AND CONTROL SYSTEMS

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Demonstrates understanding and importance of control systems. |
| <input type="checkbox"/> | <input type="checkbox"/> | Contains a contingency plan if schedule cannot be met. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies key goals and allows sufficient time to accomplish them. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies uncontrollable variables. |
| <input type="checkbox"/> | <input type="checkbox"/> | Provides honest assessment of the downside risks involved. |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses legal liability issues. |

GROWTH PLAN

Yes No

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the significant new products and services planned for continued growth. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the market place for new products and services. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies the financial requirements for the new products and services. |
| <input type="checkbox"/> | <input type="checkbox"/> | Identifies management personnel needed to support growth. |
| <input type="checkbox"/> | <input type="checkbox"/> | Addresses how growth plan will enable owner and investor exit. |

Business plan checklist

page 5 of 5

APPENDIX

Yes No

<input type="checkbox"/>	<input type="checkbox"/>	Contains resumes of management team/key personnel.
<input type="checkbox"/>	<input type="checkbox"/>	Contains all employee contracts, stock option plans, retirement plans.
<input type="checkbox"/>	<input type="checkbox"/>	Contains personal financial statements for each of the principals.
<input type="checkbox"/>	<input type="checkbox"/>	Contains patent, copyright approvals.
<input type="checkbox"/>	<input type="checkbox"/>	Contains all of the following agreements: partnerships, sales, distributor contracts, noncompete/nondisclosure, corporate bylaws, and other legal documents.
<input type="checkbox"/>	<input type="checkbox"/>	Contains copies of product and service brochures or other advertising samples.
<input type="checkbox"/>	<input type="checkbox"/>	Contains copies of all logos developed.
<input type="checkbox"/>	<input type="checkbox"/>	Contains copies of recent reference letters, recommendations and endorsements.
<input type="checkbox"/>	<input type="checkbox"/>	Contains copies of market studies or articles from trade journals or other media.
<input type="checkbox"/>	<input type="checkbox"/>	Contains professional photographs of the product.
<input type="checkbox"/>	<input type="checkbox"/>	Contains detailed outlines of the operating/control systems.
<input type="checkbox"/>	<input type="checkbox"/>	Contains customer-signed orders or letters of intent.
<input type="checkbox"/>	<input type="checkbox"/>	Contains documents which support the industry study.
<input type="checkbox"/>	<input type="checkbox"/>	Contains detailed description of high-tech products.