

Business Plan Worksheet

Need a little help getting started on your business plan?

Use this worksheet to begin getting the nuts and bolts of your plan down on paper. Use the results to help [apply for grants](#) and scholarships, woo investors, or build potential partnerships.



Don't forget to refer to our comprehensive [How to Create a Business Plan Guide](#) along the way.



Executive Summary

A brief and important summary of your business.

Our company is

The mission of our service is

We value

and offer (products and services)

We will turn a profit by

and grow by



Services or Products

Describe all that your business has to offer. This will include any services or products that you sell and how it benefits the customer, client or consumer.

1.
.....
2.
.....
3.
.....
4.
.....
5.
.....



Marketing and Sales Strategy

This section should outline how you intend to attract and retain customers.

We've identified as our target audience.

In order to effectively reach them and speak to their needs, we've developed a cohesive marketing strategy that will include promoting our product/service on

..... (channels/platforms)

and providing them consistent



Financial Projections and Data

Provide an outlook or projection for the first five years of running your business.

We will need amount of money to start our business that will be spent on After that, we will begin earning a projected profit of and hope to scale by percent each year.