

A STANDARD BUSINESS PLAN OUTLINE

These are some basic contents of a standard business plan. A business plan normally starts with an Executive Summary, which should be concise and interesting. VCs almost always expect to see sections covering the Company, the Market, the Product, the Management Team, Strategy, Implementation and Financial analysis. If you have the main components, the order doesn't matter that much, but here's the normal order suggested.

Executive Summary: Write this last. It's just a page or two of highlights.

Company Description: Legal establishment, history, start-up plans, etc.

Product or Service: Describe what you're selling. Focus on customer benefits.

Market Analysis: You need to know your market, customer needs, where they are, how to reach them, etc.

Strategy and Implementation: Be specific. Include management responsibilities with dates and budgets. Make sure you can track results.

Web Plan Summary: For e-commerce, include discussion of website, development costs, operations, sales and marketing strategies.

Management Team: Describe the organization and the key management team members.

Financial Analysis: Make sure to include at the very least your projected Profit and Loss and Cash Flow tables.