

A Business Plan Has a Purpose:

- Test the feasibility of an idea
- Obtain investment
- Obtain a loan
- Recruit partners, managers, or employees
- Establish relationships with customers or suppliers
- Create an operational template

Entrepreneurship Is a Team Sport

- Funding Sources
- Managers
- Consultants
- Lawyers
- Accountants
- Partners
- Employees

People Your Business Will Serve

- Customers
- Investors
- Lenders
- Suppliers
- Employees
- You

What Will Your Business Accomplish for You?

- State your personal goals
- Ask yourself if this business will meet those goals
- Be prepared for the fact that others are concerned with the business meeting their needs, not yours