

# BUSINESS PLAN CHECKLIST

Remember, the best business plans are written specifically for our own business, so no two are the same.

<b>Vision</b>	
	What does your company do? Make this one sentence (Newco designs, developers and markets...).
<b>Mission Statement</b>	
	What is your vision for your business? What will the world look like? Make it a vision that people can rally behind.
<b>Problem &amp; Opportunity</b>	
	Why do you (personally) care?
	Why is there an opportunity?
	What is the problem?
	What is the current situation? Include the big competitors (e.g. Google, the government, etc.)
<b>Solution</b>	
	Brief, strong description of exactly what your solution is and why it is going to work.
<b>Market Size</b>	
	Who are the customers? What are their dynamics, demographics, and psychographics?
	Top down -- How big is the market today? (i.e. Sum of all the sales of companies that sell iPhone apps today)
	Bottom up -- How many customers are out there today? If they all buy your service, how big will that market be?
<b>Marketing &amp; Monetization</b>	
	How do you get the product into customer hands? How do you find new customers? How do you keep existing customers?
	What is your pricing? High margin and high service, or cost saving and standardization for customers?
	All great companies manufacture. They systemize what they do and make it a science. How will you systemize what you do?
	Some of the best entrepreneurial companies make their customers salespeople, or discover a new channel to sell through. If you have a clever marketing plan, tell about it.
<b>Team</b>	
	Look for relevancy in your team. Where are your holes (marketing, sales, product, etc.)? It's ok if you have them.
	How many people do you need for the next 18 months? How will you find the team members you need to become successful?
<b>Financials &amp; Ownership</b>	
	How do you make money?
	How much money do you require for the next 18 months? What will you do with it?
	What will your sales, costs, and profits look like for the next 5 years? How will you collect money?
	How will you pay your employees? How much stock will you give your 10th employee? Your hundredth?
	How will you divide your stock? Who will be shareholders now and in the future? How will the early investors make money?
	What is your offer for your stock now? Is it in the form of a convertible note or for stock?