

# Business Plan Template

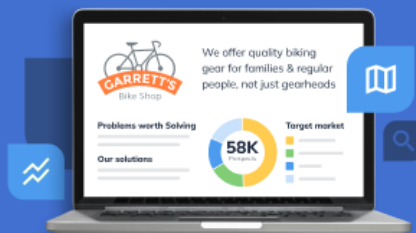
## How to Use this Template

Edit this Google Doc version directly to fit your needs. **This copy is yours.**

This template is a simplified business plan outline. It's a good way to get started, but as you know, you can't just type in your details, print it, and turn it in to the bank. Every business is unique, and your business plan should reflect that. Use this template as the starting point for your business plan and customize it to reflect your unique business.

## What makes this template unique?

- Each section includes **instructions and prompts** to help you think through, and clearly convey, the distinct details of your business.
- **Pro tips (noted in blue)** are based on our experience helping over a million business owners write their business plans. Consider these tips as you create your own plan.
- Writing your business plan is just one step in achieving your broader business goal. At the end of this template, you'll find **next steps to help you achieve your goal faster**.
- Because you downloaded this business plan template - you get access to an [exclusive 7-day free trial offer for LivePlan](#), the #1 rated business plan builder, which can be found throughout this template.



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**Confidential**

**Your company name here**

Your tagline here

## **Business Plan**

Prepared [date]

### **Contact Information**

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# Table of contents

|                          |           |
|--------------------------|-----------|
| <b>Executive Summary</b> | <b>1</b>  |
| Opportunity              | 1         |
| Expectations             | 2         |
| <b>Opportunity</b>       | <b>3</b>  |
| Problem & Solution       | 3         |
| Target Market            | 4         |
| Competition              | 5         |
| <b>Execution</b>         | <b>6</b>  |
| Marketing & Sales        | 6         |
| Operations               | 7         |
| Milestones & Metrics     | 8         |
| <b>Company</b>           | <b>9</b>  |
| Overview                 | 9         |
| Team                     | 10        |
| <b>Financial Plan</b>    | <b>11</b> |
| Forecast                 | 11        |
| Financing                | 13        |
| Statements               | 14        |
| <b>Appendix</b>          | <b>17</b> |

# Executive Summary

★ **Pro tip:** We typically recommend you revisit this section after you've finished the rest of your business plan so that you can easily summarize what you've already written.

★ **Pro tip:** Harness the [power of AI with LivePlan Assistant's Rewrite feature](#) and instantly generate improved versions of your writing in each of these sections, adjusting your tone to sound more professional or expanding your input to add additional details.

## Opportunity

### Problem Summary

Instructions: Describe very briefly why your business needs to exist. What problem do you solve for your customers?

### Solution Summary

Instructions: Briefly summarize what your company does. The executive summary should be very short and you can go into more detail later in the plan.

### Market

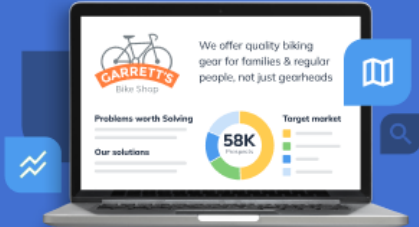
Instructions: Describe your target customer or market segments. Again, keep things very brief in the executive summary and add more detail later in the plan

### Competition

Instructions: Summarize your key competition. Who will your customers also consider?

### Why Us?

Instructions: Write a brief overview of you and your team. Why are you the right people to build this business?



We offer quality biking gear for families & regular people, not just gearheads

Problems worth Solving

Our solutions

Target market

58K Projects

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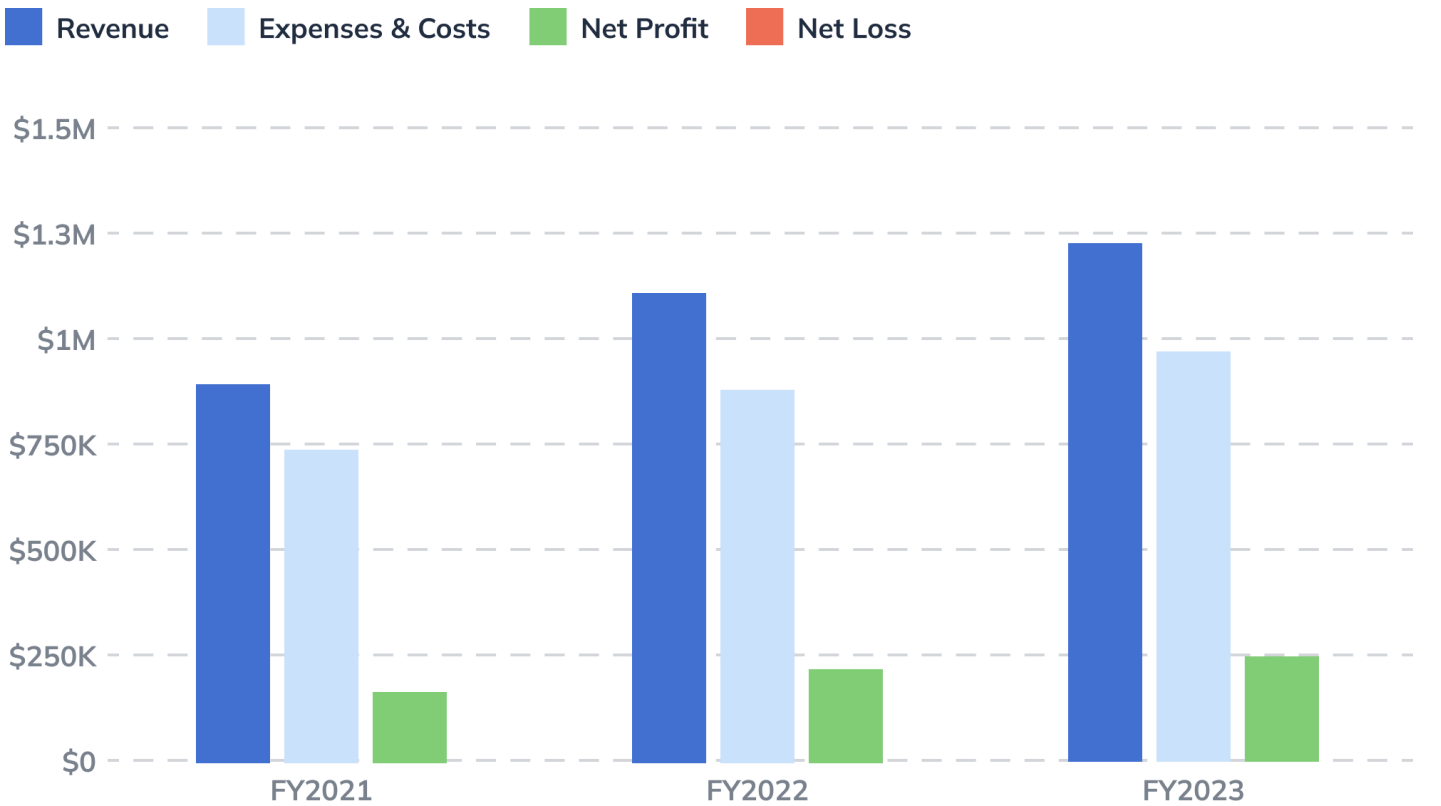
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# Expectations

## Forecast

Instructions: Write a brief overview of your financial targets. How much do you plan to sell in the next year? What are your long-term sales goals? A tool like [LivePlan](#) can help you create an automated, accurate financial forecast to include in your business plan.

## Financial Highlights by Year



Your Business Name

---

Instructions: Insert a chart of your key financial metrics here. Tools like [LivePlan](#) will do this for you automatically.

## **Financing Needed**

Instructions: If you are writing a business plan to raise money for your business, include a brief summary of what you are looking for. If you aren't raising money or getting a loan, you can delete this section.

# Opportunity

## Problem & Solution

### **Problem Worth Solving**

Instructions: Write a little more detail than you provided in the Executive Summary about the problem you are solving. What do your customers need? Do they need a better product, a cheaper product, or just a store in a better location? Describe why customers will want to buy from you.

### **Our Solution**

Instructions: Provide additional detail, beyond what you wrote in the Executive Summary, about your product or service. What is unique and special about your company that's going to set it apart from the competition?

# Target Market

★ **Pro tip:** Using the power of AI, [LivePlan Assistant's Rewrite](#) feature will **instantly help add additional details** to each of these sections when prompted.

## Market Size & Segments

Instructions: Describe your key customers – who they are and what their key attributes are. If your company is targeting multiple customer groups (also called 'segments'), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.



# Competition

## **Current Alternatives**

Instructions: Describe your current competition. What products and services are people using instead of yours?

## **Our Advantages**

Instructions: Describe your current competition. What products and services are people using instead of yours?

# Execution

## Marketing & Sales

### Marketing Plan

Instructions: Explain how you plan on getting the word out about your product to your target market(s). Will you use advertising? Perhaps you are developing a content marketing strategy. Whatever your marketing plans may be, describe them here.

### Sales Plan

Instructions: If your company relies on sales people to close sales deals, you need a sales plan. Your sales plan should explain how you convert people who express interest in your product or service into paying customers. If you are opening a food truck, this section is less important and you can consider removing it. However, if you are starting a sales-heavy business like enterprise software or a car dealership, then you need to document how you will nurture leads and close deals.

# Operations

## **Locations & Facilities**

Instructions: Describe your company's physical locations. This might be your office, store locations, manufacturing plants, storage facilities — whatever is relevant to your business. How much space do you have available, and how well will it meet your current and future needs?

## **Technology**

Instructions: Describe any important software, hardware, or other information technology that you use now or plan to use later to operate your business. That might include a point-of-sale system to take payments, an e-commerce engine for your website, a CRM solution for managing your pipeline, marketing tools for generating leads, and so on.

## **Equipment & Tools**

Instructions: List any specialty equipment that you have or plan to acquire to do your work. This is an important component of the business plan for many industrial companies.

# Milestones & Metrics

## **Milestones**

Instructions: List your key milestones and the dates that you hope to accomplish them by. If you've already accomplished key goals for your business, list them here as evidence that your business is getting traction – in other words, it's getting positive attention from potential customers.

## **Key Metrics**

Instructions: Explain which performance metrics are most important for understanding how your business is doing. What does success mean for you, and how will you know it when you see it?

# Company

## Overview

Instructions: Use this area to specify who owns your company. If there are multiple owners, describe each of them and how much of an ownership stake they have. Also, identify your company's legal structure. Is it a sole proprietorship — that is, just you working for yourself? Or a partnership, such as a limited-liability corporation (LLC) or partnership (LLP), where the profits pass through to the partners involved? Or a nonprofit organization? Or a proper S- or C-type corporation with its own tax obligations and the rest?

# Team

## **Management Team**

Instructions: List the members of the management team, including yourself. Describe each person's skills and experience and what they will be doing for the company. It's OK if you don't have everyone for a complete management team yet. In that case, make sure to identify gaps in your team that you intend to fill over time.

## **Advisors**

Instructions: Describe any mentors, investors, former professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you as a business owner.

# Financial Plan

## Forecast

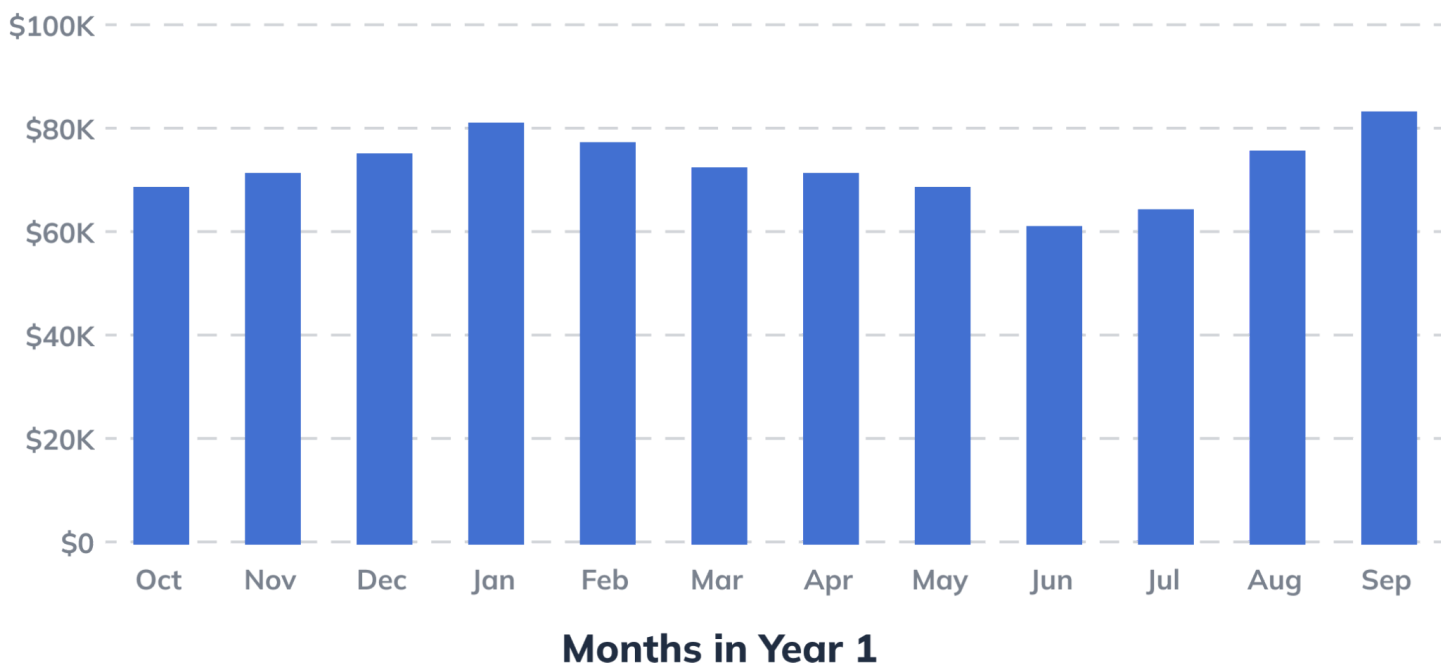
★**Pro tip:** Using the power of AI, [LivePlan Assistant](#) can help you **generate predicted revenue streams** based on your business type so that you can instantly generate ideas for how you might drive or grow your revenue.

### Key Assumptions

Instructions: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?

### Revenue by Month

Instructions: Include a chart that shows your projected revenue. A tool like [LivePlan](#) can help you create a chart like this and automatically include it in your business plan.



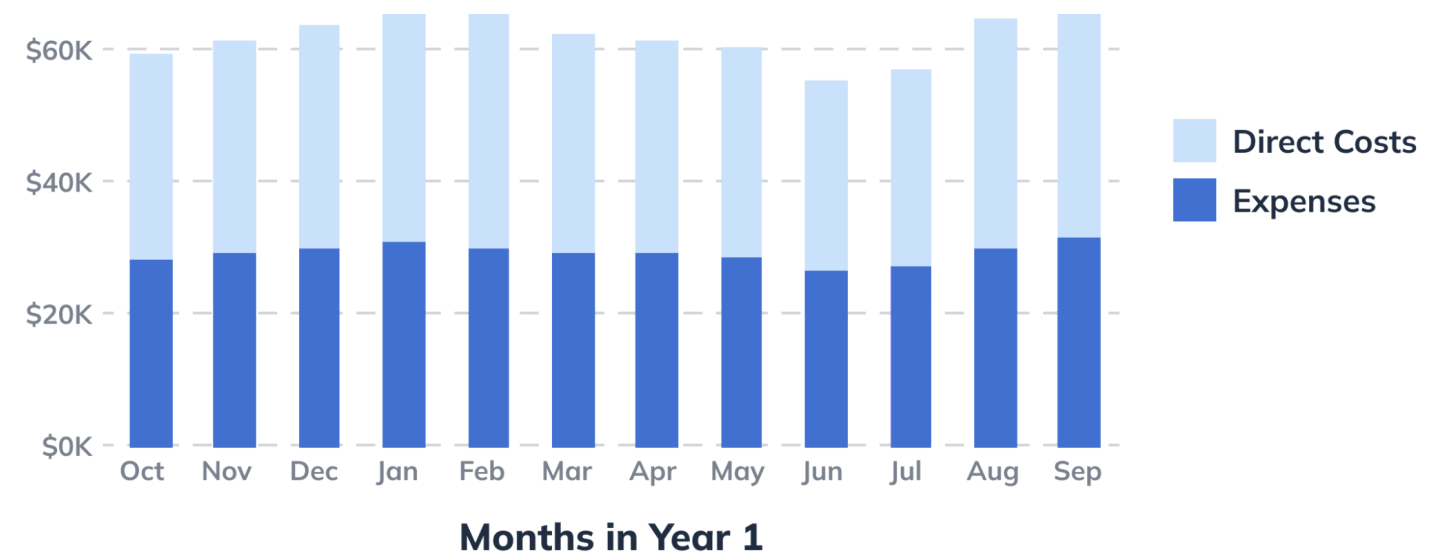
Your Business Name

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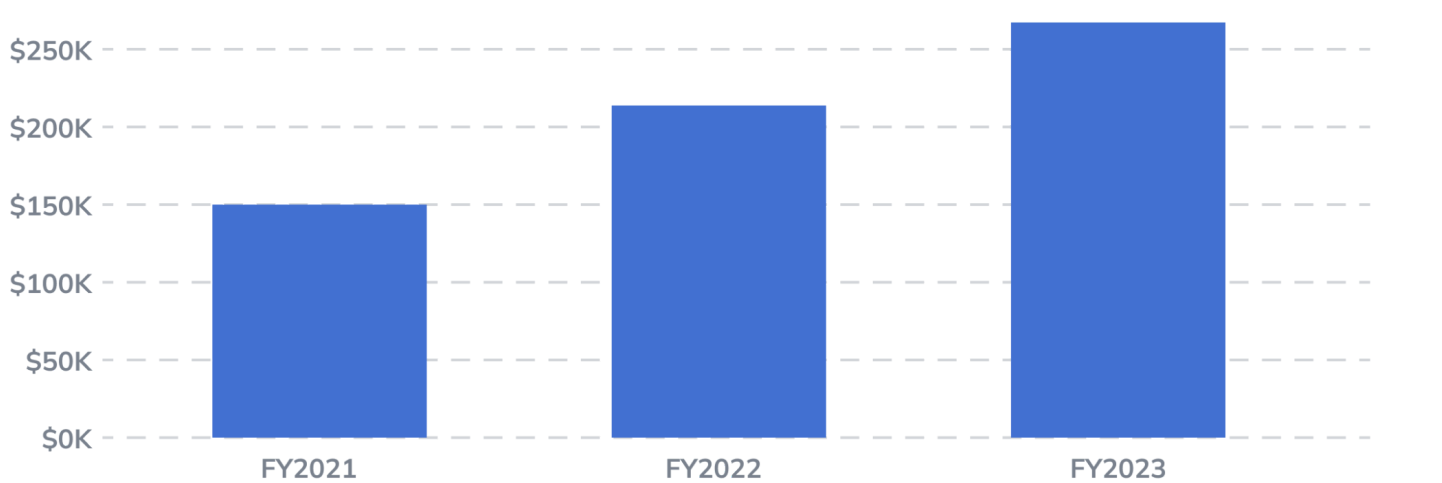
Expenses by Month

Instructions: Include a chart that shows your projected expenses. A tool like [LivePlan](#) can help you create a chart like this and automatically include it in your business plan.



Net Profit (or Loss) by Year

Instructions: Include a chart that shows your projected expenses. A tool like [LivePlan](#) can help you create a chart like this and automatically include it in your business plan.



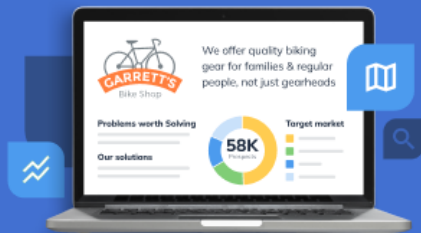
# Financing

## Use of Funds

Instructions: If your forecast includes loans, investments, or other financing, use this space to explain what you plan to do with that money.

## Sources of Funds

Instructions: Describe your financing plans. Are you investing your own money in the business? Do you have a credit card or line of credit? What other types of funds — personal or business loans, equity investments from others, etc. — do you expect to receive and when? If you do not have the full detail of future financing worked out yet, that is understandable. Just explain what you do know and when you expect to sort out the details.



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# Statements

## Projected Profit & Loss

Instructions: Provide a summary of your financial forecast here.

★ **Pro tip:** You can certainly crunch these numbers yourself in spreadsheets but [LivePlan](#) makes calculating your numbers much easier with **automatic financials, charts, and graphs**. Note: If your numbers don't fit here, consider adjusting their font size.

|                               | FY2021 | FY2022 | FY2023 |
|-------------------------------|--------|--------|--------|
| Revenue                       |        |        |        |
| Direct Costs                  |        |        |        |
| Gross Margin                  |        |        |        |
| Gross Margin %                |        |        |        |
| Operating Expenses            |        |        |        |
| Salary                        |        |        |        |
| Employee Related Expenses     |        |        |        |
| Total Operating Expenses      |        |        |        |
| Operating Income              |        |        |        |
| Interest Incurred             |        |        |        |
| Depreciation and Amortization |        |        |        |
| Income Taxes                  |        |        |        |
| Total Expenses                |        |        |        |
| Net Profit                    |        |        |        |
| Net Profit / Sales            |        |        |        |

## Projected Balance Sheet

Instructions: Include your balance sheet here.

|                            | FY2021 | FY2022 | FY2023 |
|----------------------------|--------|--------|--------|
| Cash                       |        |        |        |
| Accounts Receivable        |        |        |        |
| Inventory                  |        |        |        |
| Other Current Assets       |        |        |        |
| Total Current Assets       |        |        |        |
| Long Term Assets           |        |        |        |
| Accumulated Depreciation   |        |        |        |
| Total Long-Term Assets     |        |        |        |
| Total Assets               |        |        |        |
| Accounts Payable           |        |        |        |
| Income Taxes Payable       |        |        |        |
| Sales Taxes Payable        |        |        |        |
| Short-Term Debt            |        |        |        |
| Prepaid Revenue            |        |        |        |
| Total Current Liabilities  |        |        |        |
| Long-Term Debt             |        |        |        |
| Total Liabilities          |        |        |        |
| Paid-in Capital            |        |        |        |
| Retained Earnings          |        |        |        |
| Earnings                   |        |        |        |
| Total Owner's Equity       |        |        |        |
| Total Liabilities & Equity |        |        |        |

## Projected Cash Flow Statement

Instructions: Include your cash flow statement here.

|  | FY2021 | FY2022 | FY2023 |
|--|--------|--------|--------|
| Net Cash Flow from Operations            |        |        |        |
| Net Profit                               |        |        |        |
| Depreciation and Amortization            |        |        |        |
| Change in Accounts Receivable            |        |        |        |
| Change in Inventory                      |        |        |        |
| Change in Accounts Payable               |        |        |        |
| Change in Income Tax Payable             |        |        |        |
| Change in Sales Tax Payable              |        |        |        |
| Change in Prepaid Revenue                |        |        |        |
| Net Cash Flow from Operations            |        |        |        |
| Investing & Financing                    |        |        |        |
| Assets Purchased or Sold                 |        |        |        |
| Investments Received                     |        |        |        |
| Change in Long-Term Debt                 |        |        |        |
| Change in Short-Term Debt                |        |        |        |
| Dividends & Distributions                |        |        |        |
| Net Cash Flow from Investing & Financing |        |        |        |
| Cash at Beginning of Period              |        |        |        |
| Net Change in Cash                       |        |        |        |
| Cash at End of Period                    |        |        |        |

# Appendix

## Profit and Loss Statement (With Monthly Detail)

| FY2023                        | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov3 | Dec3 | Jan | Feb |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|
| Revenue                       |     |     |     |     |     |     |     |     |      |      |     |     |
| Direct Costs                  |     |     |     |     |     |     |     |     |      |      |     |     |
| Gross Margin                  |     |     |     |     |     |     |     |     |      |      |     |     |
| Gross Margin %                |     |     |     |     |     |     |     |     |      |      |     |     |
| Operating Expenses            |     |     |     |     |     |     |     |     |      |      |     |     |
| Salary                        |     |     |     |     |     |     |     |     |      |      |     |     |
| Employee Related Expenses     |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Operating Expenses      |     |     |     |     |     |     |     |     |      |      |     |     |
| Operating Income              |     |     |     |     |     |     |     |     |      |      |     |     |
| Interest Incurred             |     |     |     |     |     |     |     |     |      |      |     |     |
| Depreciation and Amortization |     |     |     |     |     |     |     |     |      |      |     |     |
| Income Taxes                  |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Expenses                |     |     |     |     |     |     |     |     |      |      |     |     |
| Net Profit                    |     |     |     |     |     |     |     |     |      |      |     |     |
| Net Profit / Sales            |     |     |     |     |     |     |     |     |      |      |     |     |

## Profit and Loss Statement (Annual Detail)

|                               | FY2021 | FY2022 | FY2023 |
|-------------------------------|--------|--------|--------|
| Revenue                       |        |        |        |
| Direct Costs                  |        |        |        |
| Gross Margin                  |        |        |        |
| Gross Margin %                |        |        |        |
| Operating Expenses            |        |        |        |
| Salary                        |        |        |        |
| Employee Related Expenses     |        |        |        |
| Total Operating Expenses      |        |        |        |
| Operating Income              |        |        |        |
| Interest Incurred             |        |        |        |
| Depreciation and Amortization |        |        |        |
| Income Taxes                  |        |        |        |
| Total Expenses                |        |        |        |
| Net Profit                    |        |        |        |
| Net Profit / Sales            |        |        |        |

## Balance Sheet (With Monthly Detail)

| FY2023                     | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov3 | Dec3 | Jan | Feb |
|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|
| Cash                       |     |     |     |     |     |     |     |     |      |      |     |     |
| Accounts Receivable        |     |     |     |     |     |     |     |     |      |      |     |     |
| Inventory                  |     |     |     |     |     |     |     |     |      |      |     |     |
| Other Current Assets       |     |     |     |     |     |     |     |     |      |      |     |     |
| Other Current Assets       |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Current Assets       |     |     |     |     |     |     |     |     |      |      |     |     |
| Long-Term Assets           |     |     |     |     |     |     |     |     |      |      |     |     |
| Accumulated Depreciation   |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Long-Term Assets     |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Assets               |     |     |     |     |     |     |     |     |      |      |     |     |
| Accounts Payable           |     |     |     |     |     |     |     |     |      |      |     |     |
| Income Taxes Payable       |     |     |     |     |     |     |     |     |      |      |     |     |
| Sales Taxes Payable        |     |     |     |     |     |     |     |     |      |      |     |     |
| Short-Term Debt            |     |     |     |     |     |     |     |     |      |      |     |     |
| Prepaid Revenue            |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Current Liabilities  |     |     |     |     |     |     |     |     |      |      |     |     |
| Long-Term Debt             |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Liabilities          |     |     |     |     |     |     |     |     |      |      |     |     |
| Paid-in Capital            |     |     |     |     |     |     |     |     |      |      |     |     |
| Retained Earnings          |     |     |     |     |     |     |     |     |      |      |     |     |
| Earnings                   |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Owner's Equity       |     |     |     |     |     |     |     |     |      |      |     |     |
| Total Liabilities & Equity |     |     |     |     |     |     |     |     |      |      |     |     |



## Balance Sheet (With Annual Detail)

|                            | FY2021 | FY2022 | FY2023 |
|----------------------------|--------|--------|--------|
| Cash                       |        |        |        |
| Accounts Receivable        |        |        |        |
| Inventory                  |        |        |        |
| Other Current Assets be    |        |        |        |
| Other Current Assets       |        |        |        |
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| Accumulated Depreciation   |        |        |        |
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| Long-Term Debt             |        |        |        |
| Total Liabilities          |        |        |        |
| Paid-in Capital            |        |        |        |
| Retained Earnings          |        |        |        |
| Earnings                   |        |        |        |
| Total Owner's Equity       |        |        |        |
| Total Liabilities & Equity |        |        |        |

# Next Steps:

## Applying for funding?

You'll want to be sure your pitch and finished plan are well thought through and accurate. LivePlan's step-by-step guidance, automated financials, and visual charts and graphs will help you write a business plan that'll maximize your chances of securing funding, in a format lenders and investors will expect to see. [Learn more →](#)

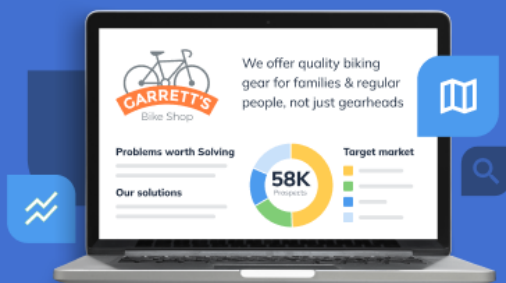
## Validating a business idea?

You likely don't have any historical data yet so you'll want to be sure you've put some serious thought into all the factors going into your plan and forecast. Ensure that you've thoroughly thought through your target market and the problem you're solving as well as your business model and financials. LivePlan will help you forecast your revenue to see if your idea is financially sound and provide competitor benchmarks for the ultimate reality check. [Learn more →](#)

## Growing your business?

You'll want to compare your forecast to your actual business performance (plan vs. actuals). Doing so will help you spot where your forecast was accurate (or off), and determine opportunities for growth. LivePlan's Dashboard easily connects with Quickbooks or Xero to give you a detailed look at how your revenue measures up to projections, so you can make informed business decisions. [Learn more →](#)

★ **Pro Tip:** If you haven't already done so - be sure to go back and finish the [Executive Summary](#) (which we recommended you save for last).



## Go beyond a business plan template with LivePlan.

- Automatic financials, charts, and graphs
- Step-by-step guidance
- AI Powered LivePlan Assistant
- Expert, human support

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