BUSINESS PLAN

LOGO

Your company name

Your name

Version 0.01 / Month YEAR

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# Company Summary

## Mission

Define the mission of your company. This should be one sentence, as a simply stated goal of purpose, combined with how your company is addressing that purpose. To keep it broadly and future focused, it should (probably) not include specific references to products or services; keep in mind that you shouldn’t have to change your purpose any time your product or service offering changes.

## Company Construction

Define how your company is constructed as an organization. Is it simply a one-person setup, or do you eventually intend to bring in additional employees?

Form: Legal Structure

Name: Name

Effective: Start Date

## Professional Background

Describe your professional background – no need to be modest, here you’re trying to explain how you’re the best one qualified for the job. You can bring in your education, your work experience, your volunteering, your passions – anything and everything that makes you qualified.

## Locations and Facilities

Where will you be performing this work? Do you need to rent an office space or studio, will you be working from home, will you work directly at the clients’ sites?

# Services

Here you will want to detail out all services you will be offering. If you aren’t offering any services, only products, simply delete this section.

## Service #1

Service description

## Service #2

Service description

# Products

Here you will want to detail out all products you will be offering. If you aren’t offering any products, only services, simply delete this section.

## Product #1

Product description

## Product #2

Product description

# Business, Market and Strategy

## Market

Who is the market for your product/service? Take the time to think who you can offer it to: who would definitely want it, who would probably want it, and who might want it if they saw the benefits.

## Strategy

What different ways are you going to reach your market? List each option you can think of, think about what the audiences are for those channels, and what costs might be involved. Plan out all the possibilities to get your products/services out to the world.

### Strategy method #1

Method description

### Strategy method #1

Method description

## Leads and Potential Business

What possibilities do you already see for your business? Who in your network can help?

# Financials

## Expectations for allocation

Where do you realistically expect to spend your time for the next 3 months? 6 months? 1 year? 2 years? What portion of your time will be dedicated to business acquisition, and what portion to actually performing the work?

## Rates

For each of the products/services that you have in mind, plan out what you might conceivably charge.

## Current investments / capital

What money do you have set aside, or collected, to enact your plan? How long could it last you if you had no income at all?

## Income

Combine your planned production against the rates you think you can charge – estimate the income you think you can make over time.

## Planned and foreseen expenses

There will of course be unforeseen expenses in your business – but what are the things that you know you will have to buy/rent? What are the regular/recurring expenses, and what are one-offs?

## Projections

Combine your figures from your existing finances, and how much you expect to spend and earn, to arrive at a “worst case scenario” and “best case scenario”.

# Risks and Assumptions

## Risks

What are the risks involved with undertaking this endeavor? Don’t be shy about listing the things you’re afraid of – it’s better to acknowledge them as a risk, so you can better mitigate them.

## Assumptions

What assumptions does your business plan take into account? For example, are you assuming that the economy will stay steady, that you can continue living at the same level that you are currently, etc?