

BUSINESS PLAN

Founder

Created

Executive Summary

What is your company going to do? How is your company going to do it?

Will you be local, national, or targeted market (rural, urban, etc.)?

Customers, who will be your target customer?

Will you target consumers, other businesses, middlemen/reseller?

Consumer: What is the age range of the consumer? What are their interests? Will they be buying for themselves or a family member? What is their income level?

If a business: What size of company? What is their annual revenue? What do they do? Who is their target audience? How many brick and mortar or online stores do they have?

Middlemen/resellers: How many employees do they have? What other products do they carry? What is the price range of the other products?

Future of the Company - What will company look like when it is small, medium and at its largest?

How many employees? What is your annual revenue? How many products or services are being sold each year? How much are you spending on marketing?

Small

Medium

Large

Describe your product or service in ten sentences.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Company Description

Mission Statement:

The purpose of my company is

Principal Members/Founders/Immediate Need Personnel

Name of your company?

Sample sketch of your logo

Legal Structure

Incorporate- Incorporations are owned by the stockholders. (You will need a board or can appoint yourself to the board positions)

LLC- An LLC is owned by members and operated by either third-party managers or the members themselves.

Sole Proprietorship- Owned by individual with no employees.

Market Research

Industry Review

What are other similar company's doing?

Detailed Description of Customers.

List five qualities, attributes or unique personality traits your customer would have.

- 1.
- 2.
- 3.
- 4.
- 5.

Company Advantages

Why are you better or different than other companies? (List five reasons)

- 1.
- 2.
- 3.
- 4.
- 5.

Data Points

What will be five marketing specific data points you look at?

Strategy

Pick one data point and come up with a strategy if the trend is not going as you planned.

Marketing & Sales

Growth Strategy - How much and how often do you plan to grow?

Day, Month, Year	Increase in number of products sold, customers acquired, etc.

Communication with the customer

How will you attract and keep costumers? (List 5 marketing strategies)

Break down the costs involved with each marketing strategy?

Strategy	Cost

What are five words that describe your brand?

- 1.
- 2.
- 3.
- 4.
- 5.

Brand Protection

Intellectual Property Rights - How will you legally protect your brand and product? (Trademark, Copyright, Patent)

Trademark – Protects a word, phrase or symbol or device. Unlike patents and copyrights, trademarks do not expire after a set term of years. Trademark rights come with continued use. You will still need to file the correct documents on requested timeline.

What office(s) would you file in?

How much will it cost?

Copyright – Copyright is automatically granted once something is created. Think of a picture. Once a photographer has taken a picture, they automatically own the copyright to the image. You can also register for copyright which will give you more legal options if someone infringes.

What office(s) would you file in?

How much will it cost?

Patent - Patents protect inventions, so it must be something actually created, not just an idea. The invention must also be “useful” and “non-obvious.” Patents operate under a first inventor to file method. If you created an invention first, but filed it second you will have potentially lost all of your rights to move forward with the invention.

What office(s) would you file in?

How much will it cost?

Research and Development

Data Analysis

How will you acquire data?

What will be the top five data points you look at?

Pick one data point and come up with a strategy if the trend is not going as you planned.