How to Write a Business Plan: A Free Checklist and Table of Contents Template

This is a free checklist template that will guide you through the step-by-step process of writing an effective and successful business plan.



Cover Page

- [ ] Logo
- [ ] Company Name
- [ ] Contact Info (Name, Email, Phone Number)

I. Executive Summary

- [ ] Mission Statement
- [ ] Business Plan Overview
- [ ] Goals and Milestones

II. Company Description

- [ ] History
- [ ] Founding Members

III. Management and Company Structure

- [ ] Managing Partners
- [ ] Current Investors
- [ ] Corporate Structure
- [ ] Professional Advisors

IV. Market Analysis

- [ ] Target Market
- [ ] Competitive Analysis
- [ ] Surveys

V. Service or Product

- [ ] Description
- [ ] Proprietary Features
- [ ] Quality Assurance Measures

VI. Sales and Marketing

- [ ] Sales Strategy
- [ ] Marketing Strategy (Digital and Traditional)
- [ ] Timeline

VII. Financial

- [ ] Corporate Setup Fees and Costs
- [ ] Monthly/Yearly Fees and Costs
- [ ] Financial Projections
- [ ] Funding Request
- [ ] Expected ROI and Timeline
- [ ] Forecasted Capitalization
- [ ] Exit Strategy (If applicable)

VIII. Appendices

- [ ] Charts

- [ ] Product Sketches and Wireframes
- [ ] Key Contacts
- [ ] Other

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