



Business Plan Checklist

1. Cover Sheet

Name of Business

Name of Business Founder

Business and Founder Address and Phone Number

2. Statement of Purpose

The intent of the plan written for the reader.

3. Table of Contents

4. The Business

- Business description
- Product/Service
- Market (demographics and psychographics)
- Location
- Competition (strengths and weaknesses)
- Management
- Personnel
- Funding (if needed)
- Summary

5. Financial Data

- Sources and use of funding
- Capital equipment list
- Financial statement assumptions
- Balance sheet
- Break even analysis
- Income projections (profit & loss statements)
 - 3 year summary, detail monthly first year and detail quarterly years 2 and 3
- Cash flow projections
 - 3 year summary, detail monthly first year and detail quarterly years 2 and 3
- Deviation analysis
- Historical financial reports for existing business
 - Balance sheets for past 3 years
 - Cash flow for past 3 years
 - Income statements for past 3 years
 - Tax returns for past 3 years

6. Supporting Documents

- Personal Resume
- Personal financial statement
- Cost of living budget
- Credit reports
- Letters of reference
- Job descriptions
- Letters of intent
- Copies of leases
- Contracts
- Legal documents
- Any additional relevant information