

Business Plan Checklist

The following table is a guide to help you compile a written submission that represents the main components of your business case. Exceeding word limits will not work to your advantage. The judges are evaluating you on your ability to concisely put forward your ideas.

The aim should be to complete the sections in the format suggested and to use the templates provided to guide you in developing a financial plan.

1.0 Executive Summary (450 words)	1.1 Objectives 1.2 Mission 1.3 The Big Idea summarized 1.4 The Big Ask -- How much money do you want and how will you use it
2.0 Company Summary (200 words)	2.1 Company Ownership 2.2 Company History (for ongoing companies) or Start-up Plan (for new companies) 2.3 Where the business will be situated
3.0 Products or Services (450 words)	3.1 Product or Service Description 3.2 Competitive Comparison – Is anyone else doing what you’re doing, if so, how and where and why are you competing with them?
4.0 Market Analysis Summary (450 words)	4.1 Gap in the market that’s being filled with your product or service -- How did you find this gap, what research supports it? 4.3 Industry or Sector Analysis – How can you demonstrate that your product or service is sustainable in the sector? 4.3.1 Industry or Sector Participants – What companies are in your value chain or supply chain that will support you in this endeavour?
5.0 Strategy and Implementation Summary (450 words)	5.1 Overall Strategy 5.2 Value Proposition – Why is your product cheaper, better or newer? What makes you competitive? 5.3 Marketing Strategy – What is your go-to-market strategy? 5.4 Sales Strategy – What is your price and how are you

	getting your product in the market competitively? Who's selling it?
6.0 Management Summary (250 words)	6.1 Organizational Structure 6.2 Management Team – Is anyone besides yourself involved in the company? Tell us about them 6.3 Employment or Job Creation Plan – Are you creating sustainable jobs? If so, how are you doing this and how many new people will be employed?
7.0 Financial Plan (use templates provided as a guide)	7.1 Projected Income Statement and Important Assumptions 7.2 Sales and Costs Plan 7.3 Cash Flow Plan 7.4 Long-term Plan