

# BUSINESS PLAN CHECKLIST

## Company Overview

- Detailed description of your business & the product or service offered
- Company history & structure
- Number of employees

## Investment Proposal

- Description of the funding need & a breakdown of what the investment will be used for
- Unique selling points & market differentiators for your product/service
- Discuss any intellectual property assets
- Description of your growth strategy
- Number of jobs to be created

## Market Overview

- Discussion of the target market & how the company is positioning itself in that market
- Marketing & sales plan
- Competitor analysis

## Financials

- Historic statutory accounts (not applicable to start-ups)
- Up to date summary accounts & trading performance including cash flows & balance sheet
- Financial projections, supported by analysis & assumptions
- Breakdown in shareholder & funding structure

## Management

- Description of management roles
- Biographies of management, demonstrating suitability for the role

## Exit Strategy

- Identify possible exit routes, such as IPO or highlighting any potential trade acquirers