

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
- 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