

# Business Plan Creation Checklist

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- Preliminary Tasks
  - Look into business plan templates
  - Complete market research.
  - Dedicate the plan to the business, not the innovation or product.
  - Illustrate a solution to a problem.
  - Explain how that solution generates revenue.
  - Clarify key matters relating to products/services.
  - Form the basis of the management team.
  - Prepare a strategic plan as framework for detailed plan.
  - Decide the purpose of the plan.
  - Determine target audience of the plan.
  - Locate professional advisers.
  - Research and prepare a list of possible recipients of the plan.
- Writing the Plan
  - Create a framework for the plan.
  - Identify possible appendices, attachments etc.
  - Estimate page lengths for each section.
  - List main issues to be covered within key sections.
  - Assign work programs based on the framework and lists.
  - Draft preliminary sections (excluding summary).
  - Draft all key sections in the plan's body.
  - Compile financial projections and related appendices.
  - Check the draft for completeness.
  - Let an outsider critique the latest draft.
  - If necessary, redraft and fine tune.
  - Write the executive summary.
  - Write the plan's conclusion.
  - Get an independent assessment of the final draft.
- Reviewing the Plan
  - Is the plan nicely presented?
  - Avoid the use of technical jargon.

- Keep the plan easy to read.
- Use tables/charts/graphics.
- Don't exceed 30 pages in length.
- Spell check the final form.
- Does the plan's summary stimulate interest?
- Will the plan provoke the desired responses?