

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?