

Recommended structure of business plan

The structure of Business plan is not binding. Business plan shall respect the individuality and uniqueness of the solution but it shall show the potential investors its competitive advantages and the system of functioning. In most cases, the structure should be as follows:

1. Summary (1 A4 page)
2. Introduction
3. Problem
 - a. What/who are you? – e. g. a software company, a farmer, ...
 - b. What is your mission?
 - c. What kind of problem or need do you address?
4. Solution
5. Competition – What is the competitive environment like?
6. Marketing and market entry – How will you reach customers?
7. People and personnel plan, introduction of key team members
8. Business model – How will you make money?
9. Financial plan
10. Status – answer to the question: What is the current stage of your project?
11. What I need