



✨ **Business Plan Notes Worksheet**

A guided space to think, plan, and capture your ideas with clarity

1. Executive Summary — Notes

What your business does, who you serve, and how it operates

Financing requested (amount + type)

How funds will be used

Projected results (revenue, profitability, cash flow highlights)

2. Business Overview — Notes

Nature of the business & revenue model

Business structure & ownership details

Owner background & relevant experience

Short-term and long-term objectives

 **3. Vision, Mission & Core Values — Notes**

Vision Statement

What long-term future are you building toward? What impact will your business have?

Mission Statement

What your business does, who you serve, and how you deliver value today.

Core Values

The principles that guide your decisions, culture, and client experience.

4. Market Analysis — Notes

Target market description

Industry overview & trends

Market demand evidence

Competitors & your positioning

5. Products & Pricing — Notes

Products/services offered

Pricing strategy & rationale

Cost structure & margins

Unique value proposition

6. Sales & Marketing — Notes

Marketing strategy (digital, social, partnerships, etc.)

Primary marketing channels

Customer acquisition approach

Sales process

Customer retention strategy

7. Operational Plan — Notes

Location & facilities

Equipment, inventory, suppliers

Core processes & workflows

Technology & systems

Licensing, permits, compliance

Operational risks & mitigation

8. Management Team — Notes

Owner qualifications & experience

Roles & responsibilities

Advisors, consultants, or external support

Hiring plans (if applicable)

How experience gaps will be addressed

9. Financial Plan — Notes

Key assumptions (pricing, volume, growth, costs)

Break-even considerations

Financing structure & repayment plan

Working capital needs

Cash flow considerations

Additional Notes
