8. Write the Business Plan

Writing a business plan will systematically record and layout all the assumptions that you have made by looking at the market opportunity and the demand from your target market. In essence, it is both a feasibility study, and a roadmap to move forwards and attract investment. It will be an overall presentation of what you plan to do, what kind of competition may exist in the marketplace, who will be part of your team, which partners you’ve identified, and where you will locate the business. It will also indicate a five year financial plan and proposed investment structure. Here’s an outline of what your business plan should include:

**Non Disclosure Information**

**Contents**

**Executive Summary**
- Business Overview
- Summary of Financial Information
- Summary of Proposed Terms

**Business Opportunity & Highlights**
- Background Information
- The Plan
- Investment Highlights
- Investment Considerations

**Industry Overview**
- Market Indicators
- Market segmentation
- Target market segment strategy
- Participants
- Sector Analysis
- Competition
- Barriers to entry

**Business Description & Strategy**
- Company Location
- Building Description
- Products & Services
- Incubator Program
- Competitive Comparison
- Marketing strategy
- Strategic Alliances

**Management Summary**
- Organization Chart
- Team Descriptions

**Financial Projections**
- Key Financial Assumptions
- Income Statement
- Balance Sheet & Cash Flow

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**Appendix Documents**

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- Construction Quotations
- Meeting Room Rates
- Potential Tenants
- Organizational Chart
- Salary Estimates
- Office Survey
- Target Industry Survey
- Project Advertisement
- Lease Proposal
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