

# Business Plan Creation Checklist

By Jake R Brady

- ☐ 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?