

**YOK**



**LEBOEUF, LAMB, GREENE & MACRAE, L.L.P.**

# **A CHECK LIST FOR WRITING BUSINESS PLANS**

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**VENTURE ARCHITECTS**



# BUSINESS PLAN CHECK LIST



▪ **WHO** Strong Team / Ability to Execute



▪ **WHAT** Solution & Value Proposition



▪ **WHERE** Strategy to Find / Sell / Deliver to Customers



▪ **HOW** Strategy to Execute



▪ **WHEN** Strategy to Make Money within Timeframe



▪ **WHY** Opportunity & Competitive Advantage



▪ **WHY NOT** Key Challenges / Risks



# EXECUTIVE SUMMARY CHECKLIST



▪ **COMPANY OVERVIEW**



▪ **OPPORTUNITY**



▪ **TARGET CUSTOMER**



▪ **PRODUCTS & SERVICES / technology**



▪ **VALUE PROPOSITION**



▪ **GROWTH STRATEGY**



▪ **FINANCIAL SUMMARY / use of proceeds**



▪ **MANAGEMENT TEAM**



# KEEP IN MIND



- **ENVISION YOUR AUDIENCE**



- **WRITE OBJECTIVELY**



- **USE WORDS SPARINGLY**



- **FOCUS ON YOUR FIRST SENTENCE**



- **CHECK FOR JARGON**



- **SOURCE STATISTICS**



- **USE GRAPHICS & CHARTS (if appropriate)**



- **PILOT TEST THE PLAN**





**THE BEST THING THAT HAS  
HAPPENED TO BUSINESS PLANS  
SINCE THE EXECUTIVE SUMMARY.**

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