

## Entrepreneurship 9: Five Page Business Plan Checklist

**Directions:** This checklist is meant to help you keep track of all the different parts of your 5-page business plan. *Note: Please [make a copy](#) and then edit if you need.*

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### Title + Executive Summary: *suggested 1 page*

- Team name
- Team member names
- Your business name and location
- Product (mobile app) name
- The products and/or services offered

### Company description: *suggested 1/2 page*

- The kind of business you are (corporation, social enterprise, nonprofit, etc.)
- Your company's mission statement
- The important people in your business and the roles they play
- An overview of what you plan to sell and who your market will be
- A brief history of why business was created and why your team is passionate about it
- Highlights of what you want to accomplish in the immediate future based on the information in the rest of the business plan and your future goals

### Product and/or service description: *suggested 1/2 page*

- An in-depth description of your product/service, emphasizing the specific benefits to the customer
- An explanation of how your product/service has advantages over the competition
- Product development:
  - The current stage of the app's development (how ready is it to be given to the customer)
  - Information about how the product will be built and sent to the customer
  - Research and development activities that may lead to new products and services

### Market analysis: *suggested 1 page*

- Description of the market: Who are the key competitors?
- How you think your mobile app will perform and why?
- Target users: A sketch of your customers, including size and demographics
- Competitor analysis: a detailed evaluation, highlighting their strengths and weaknesses
- (Optional) Description of how your ideas for your app changed in response to your competitor analysis. This could alternatively go in your pitch video.

### Marketing Plan (strategy & implementation): 1 page

- Branding is clear and amplifies your app's purpose
- An in-depth strategy for how your product will reach target users
- Feedback from target users integrated into marketing plan
- Details about pricing, promotions, and distribution of the app
- An explanation of how the company will function, from when the app is produced to when the app is delivered to the customer
- (Optional) Description of how your initial marketing attempts went and how your plan changed in response. This could alternatively go in your pitch video.

### Financial plan & projections: 1 page

- Budget that clearly explains your revenue model and projected operating costs
- How much money you have now and how will you use it
- How much money do you plan to make in the next 3-5 years and how (profit projection)

### Additional components to make your business plan stand out

- Charts and figures are clearly labeled and easy to understand
- Images are included in the document when necessary
- Plan is in PDF format
- Source citation at the bottom of pages for reference