

BUSINESS PLAN PRE-WRITING WORKSHEET

BEFORE YOU WRITE YOUR PLAN, ANSWER THESE QUESTIONS THOUGHTFULLY

1. What will the company become in short term?
medium term?
long term?
2. Why does the opportunity exist?
3. How long will the opportunity last?
4. What is the secret sauce, uniqueness, best practice, or pixie-dust in the business model (not the product)?
5. Who will be the first customer;
why will customer buy?
how many will s/he buy?
How will s/he help bring the product/service to the mainstream market?
6. Why and how will company deal with competition?
7. What are 3 biggest assumptions on which success is based? Are they valid?
8. What are the big risks?
9. What must happen to reach break-even?
10. If assumptions change, how to projections change?