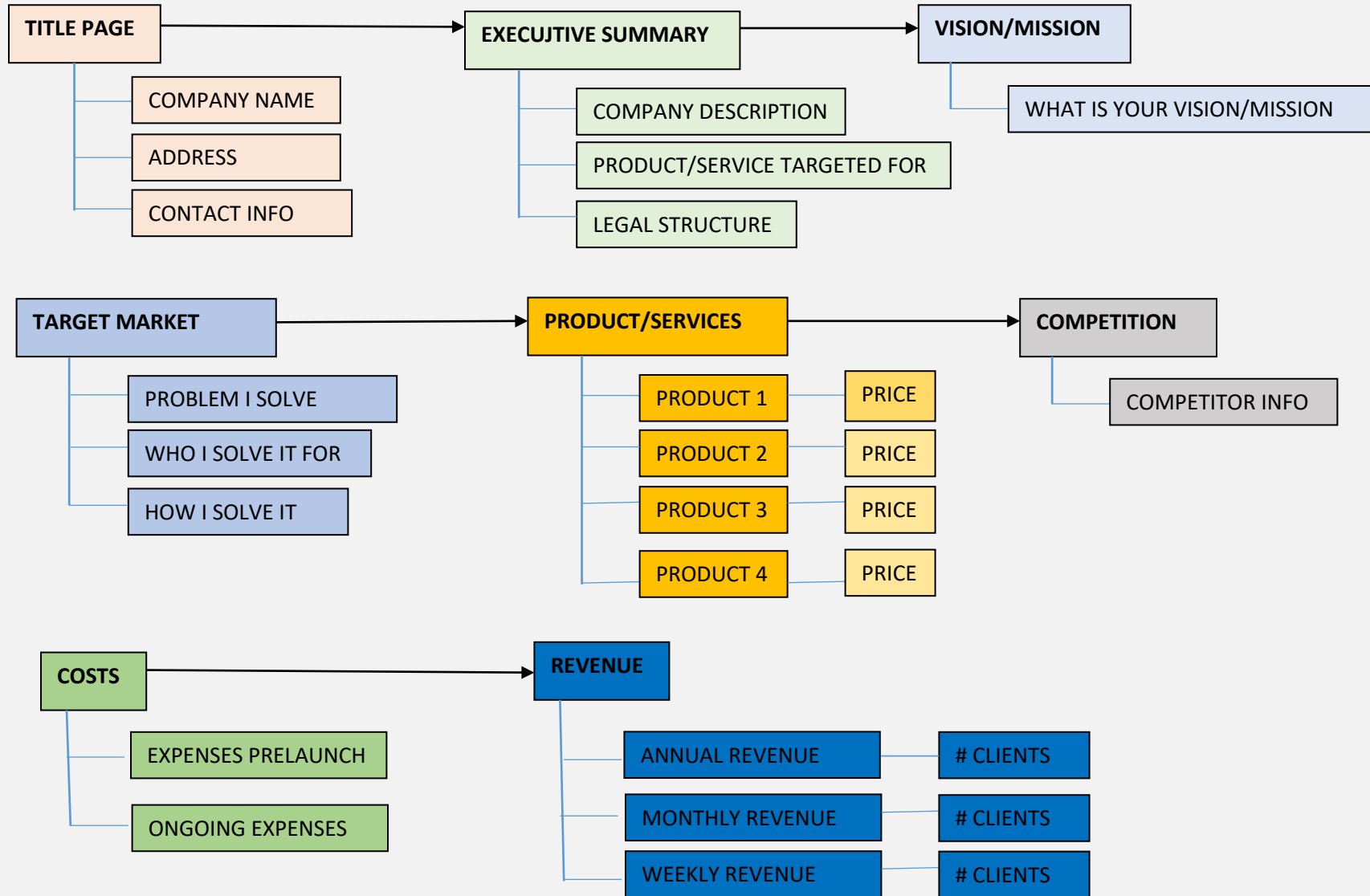


# NEXT STEPS Business Plan Roadmap



Title Page:

Plan Name \_\_\_\_\_ Date \_\_\_\_\_ Owner Name \_\_\_\_\_

Company Name \_\_\_\_\_ Address \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Mobile Phone \_\_\_\_\_ Office \_\_\_\_\_ FB URL \_\_\_\_\_

Twitter \_\_\_\_\_ Linked In \_\_\_\_\_ Instagram \_\_\_\_\_

Executive Summary: WRITTEN LAST

Company Description \_\_\_\_\_

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Product/Service Description \_\_\_\_\_

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Target Market Description \_\_\_\_\_

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Legal Structure:

Is Your Business Primary Home based? \_\_\_\_\_

Is Your Business Fulltime or Parttime? \_\_\_\_\_

What Form of Business Ownership? (Select One)

- Sole Proprietor
- Partnership
- Corporation
- Limited Liability Company (LLC)

Vision/Mission

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Target Market

Who would buy my product? \_\_\_\_\_

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What problem does our product or service solve? \_\_\_\_\_

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What are my product or service features:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What are my product or service benefits:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
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Who has already bought from me? \_\_\_\_\_

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What are my target markets demographics:

Age \_\_\_\_\_ Gender \_\_\_\_\_ Education \_\_\_\_\_ Occupation \_\_\_\_\_ Income \_\_\_\_\_

Marital Status \_\_\_\_\_ Where they live \_\_\_\_\_ Business Owner \_\_\_\_\_ Other \_\_\_\_\_

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Product/Service Description

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Competition

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<b>TOTAL Income</b>						
<b>Expenses</b>						
<b>Total Exp</b>						