

James Malone. Henley Business Angel Talk for the Creative Duck. 2017. Notes on “what to include in a business plan”

- Overview of your business and shareholding
  - Description of your products or services, how they are made, how much this costs, why they are unique or different and how you might develop new ones
  - How these will be marketed and sold, how you will reach your target customers, the size of market, the competition, your route to market (e.g. website, distributors, etc.) and what it will cost to do all this
  - How your operations will run – i.e. how you are set up with offices, equipment, etc.
  - Who will run and lead the business from a management/ leadership perspective
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- Your finances – detailed breakdown (essential!!)
  - Sales Forecast (for the next three years)
  - Profit & Loss Account (how your cashflow will work)
  - Balance Sheet (your assets and liabilities)

