

Innovative Business Plan Competition Business Plan Format

The Business Plan must be submitted on 8-1/2" x 11" paper format on one side only. Use 12 pt. font. 20 maximum pages not including cover page, table of contents or reasonable attachments. Submit 1 original and 5 copies of the complete document, including attachments. Submit the original document without staples or binding to allow for easy duplication. The remaining five copies can be bound or packaged for the review team.

Business Plan Format:

1. **Executive Summary.** Maximum 1 page. Highlights the key aspects of the business venture. It should include a brief paragraph about each of the major sections of the plan.
2. **Description of the Social Enterprise Venture.** Description of the product/service offering, description of your vision, mission and social enterprise objectives. Describe how this venture represents an innovated approach to a challenge or issue.
3. **Industry and Market Analysis Summary.** Description of your target market, with relevant statistics, target market segment strategy, service business analysis, competitive analysis.
4. **Marketing Plan Summary.** Including objectives, positioning, product/service distribution, pricing, promotion, sales strategy, performance milestones.
5. **Management Plan Summary.** Description of organizational capacity including management team expertise and track record, governance/organizational structure, staffing.
6. **Operational Plan.** Include a description of the assets and expertise available to launch your business venture.
7. **Social Return on Investment (ROI).** Description of ROI to include beneficiaries, expected social outcomes, how organizational mission is support by venture.
8. **Financial Plan.** Include start up funds, breakeven analysis, projected profit and loss, project cash flow, projected balance sheet, business ratio, sources and use of financing, financial return on investment.
9. **Business Goals and Objectives.** Timeline. Includes what will be accomplished and when. Goals cover desired outcomes - both mission and money – while objectives include activities in support of the goal, a quantified outcome, deadlines and persons responsible.
10. **Appendices, Supporting Documents**