

Minimal Business Plan - Checklist

Business Idea:

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Opportunity	Where does the idea come from? What creates this opportunity?	
Innovation	What is new about this idea? What makes it different or special?	
Customers	Who will pay for the product or service?	
Reason to Buy	Why will someone pay for this?	
Sales	How will you reach customers? Where will they buy this?	
marketing	How will you promote this?	
Partnerships	Who would join with you to promote, sell, use, etc?	
Revenue model	How will you make money?	
Regulation issues	Any rules, licenses, approvals you need? Copyrights or patents ?	
Time to Market	How long will it take till you start getting sales?	
Product Development	What do you need to do to get ready to sell?	
Financing	How much money do you need to get started? Where will you get it?	
Time to Break-Even	How long will it take to make your money back and start to make a profit?	
Cash Flow projection	Estimate income and expenses over a reasonable period (separate sheet)	
Time expended	How many hours will it take to produce a product? How much overhead time?	
Hourly rate	What will your hourly pay rate be?	