

## What is a Business Plan?

A Business Plan is more than a plan for what you would like your business to be. It's a detailed map for entrepreneurs to secure financing, attract partners and investors, communicate with employees and advisors, and increase the odds of success.

A Business Plan is a written document that describes in detail how a new or growing business is going to achieve its goals by laying out a written plan from a marketing, financial and operational viewpoint.

### A Business Plan Includes:

- Executive Summary
- History of Business
- Marketing Plan
- Management/Operations Structure
- Financials

## How it works

We work one-on-one with you teaching you how to plan out all aspects of your business. In the end you will have a detailed business plan with well-organized financial projections that you can give to your bank, investors, customers, and/or employees. Or, if you already have a business plan, our Advisors will review it for you, provide constructive feedback, then help you make it better!

### Why it makes sense

- **A professional business plan in less time**
- **Nothing to purchase, install, or download,**
- **Personal support from your ISBDC Business Advisor**
- **A written plan that documents your commitment and reassures investors and employees**

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