



Business Plan Template

1. Cover Sheet (Serves as the title page of the business plan)
 - a. Problem/Opportunity must be relevant to the future of the healthcare industry and tied to at least one area of the Body of Knowledge
2. Table of Contents (Quick reference to major topics covered in the plan)
3. Project Summary (brief, one page pitch)
4. Executive Summary (more extensive overview, but no longer than three pages)
 - a. The Company (introductory overview - who, what, where it is and why it is unique)
 - b. Market Opportunity (opportunities the company is positioned to take advantage of)
 - c. Capital Requirements, Breakdown of Uses of Funds, Repayment of Loan or Benefits to Investors. (include only if you are seeking funding)
 - d. Mission Statement
 - e. Management (who they are and strengths each one brings to the company)
 - f. Competitors (direct and indirect); list their strengths and weaknesses.
 - g. The Company's Competitive Advantages
 - h. Financial Projections (summary of Income Statement Projections for next 3 years)

Part I: The Organizational Plan

1. Summary Description of the Business
 - a. Mission (projecting short- and long-term goals)
 - b. Business model (describe the company's model and why it is unique to the industry)
 - c. SWOT Analysis (strengths, weaknesses, opportunities, and threats that the company will face, both internal and external)
 - d. Strategy (give an overview of the strategy, focusing on short- and long-term objectives)
 - e. Strategic relationships (tell about any existing strategic relationships)
 - f. Key stakeholders/key decision-makers
2. Products or Services

3. Administrative Plan (organizational chart, approval plan, responsibilities of assigned to teams)
4. Operational Plan (including timeline and key milestones for success; possible roadblocks and strategies to address weaknesses/threats)

Part II: The Marketing Plan

1. Overview and goals of the marketing strategy (brand recognition/product/service recognition; definition of what is being sold)
2. Market analysis
 - a. Target market and audience (identify with demographics, psychographics, and niche market specifics)
 - b. Competition (describe major competitors assessing their strengths and weaknesses)
 - c. Market trends (identify industry trends and customer trends)
 - d. Market research (describe methods of research, database analysis, and results summary)
3. Marketing Strategy
 - a. Description (budget % allocations on- and off-line with expected Return on investment)
4. Implementation of Marketing Strategy
 - a. Mode and methods for marketing (tactics for success)

Part III: Financial Documents

1. Summary of financial needs
 - a. Applying for financing
 - b. How much capital you need
 - c. Resource costs associated/opportunity costs
2. Pro Forma Cash Flow Statement (Budget)
3. Three-Year income projection
4. Projected balance sheet
5. Break-even analysis
6. Profit & Loss Statement (Income Statement)
7. Balance sheet
8. Financial statement analysis
9. Business Financial History

Part IV: Innovative elements and expected business outcomes

1. Why and how does this innovative idea positively impact the health of your population and the organization?
2. What challenges did you encounter during this process and what have you learned?
3. Next steps to put project in action