

idea and turns it into something you can act on. A business plan can help you focus your effort and energy and determine whether or not your idea makes sense.

Writing a business plan takes your

## Whether your business plan is a formal document or a brainstorming exercise, it should still answer

**THE 8 QUESTIONS** 

the same basic questions: What is the business?

- How does it work?
- Who is the team? What is the market?
- What is the market strategy?

What are the numbers?

What do you need?

Who are your competitors?

**BUSINESS PLAN** 



**EXAMPLE** 

Jen is thinking about

starting a dog wash booth and is exploring her idea by writing a business plan

# you're creating for your customers: CONVENIENT

og Wash

FOR BUSY PET OWNERS

**HOW DOES IT WORK?** 

What product or service will you provide?

How will you make money?



(DOG WASHER)

Identify employees, mentors and advisors:

customers to support your business? LOCAL DOG OWNERS

WHAT IS THE MARKET?

Who is it for? Are there enough potential



pet store

PET MART

WHAT IS THE MARKET STRATEGY?

What are the steps you will take

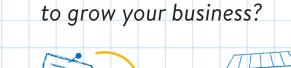
Jacob's

emonade

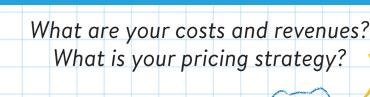
**UPGRADE TO A** 

**MOBILE BOOTH** 

stand



**GET FEEDBACK** 



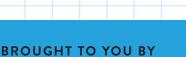
WHAT ARE THE NUMBERS?

**ADVERTISE** 

START WITH

ONE BOOTH





REAL ESTATE



**EQUIPMENT &** 

**SUPPLIES** 

Source: The Wharton School

PERMITS

CAPITAL