

20 MINUTE BUSINESS PLAN

IF YOU CAN'T FILL OUT THIS BUSINESS PLAN OUTLINE IN 20 MINUTES OR LESS...YOU DON'T KNOW YOUR BUSINESS. USE THIS FORM TO HELP YOU FOCUS ON THE THINGS THAT REALLY MATTER TO YOUR BUSINESS. FROM THERE, EXPAND UPON THIS OUTLINE WITH RELEVANT DETAILS...ACCORDING TO YOUR USE CASE (FINANCING, INVESTMENT, INTERNAL SYSTEMS & TRAINING, ETC...).

Developing this outline will instantly help you better articulate your vision! For more information:
<https://windowdepotpartnership.com/how-to-write-a-business-plan-in-20-minutes>

Tell me about your business. What is it?? (2 sentences maximum)

What is the problem you're going to SOLVE for your customers? (2 sentences maximum)

Who are your main competitors? (List 4 competitors MAX)

1) _____ 2) _____
3) _____ 4) _____

Why are you going to beat those competitors? (List 3 reasons, AND PLEASE don't list PRICE)

1) _____ 2) _____
3) _____

What is your strategy to generate inquiries / leads? (2 sentences ONLY)

What is your revenue estimate each year for the next 3 years?

(Include a 2-3 sentence rationale for why you've chosen these estimates)

What is your NET PROFIT forecast for each year?

1) _____ 2) _____
3) _____

Why should I believe that you can execute this plan?

(Tell me about yourself, your team, your experience, etc... 3 sentences MAX)



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