

# Writing a BUSINESS PLAN

- IT'S A -  
**MONEY  
THING**<sup>®</sup>

## FROM IDEA TO ACTION

Do you have a great business idea, but don't know where to start? Iron out the details using a simple business plan!



*Feeling stuck? See Jen's example on the next page.*

WHAT IS THE BUSINESS?

HOW DOES IT WORK?

WHAT IS THE MARKET?

WHO IS THE TEAM?

WHO ARE YOUR COMPETITORS?

WHAT IS THE MARKET STRATEGY?

WHAT DO YOU NEED?

WHAT ARE THE NUMBERS?

**Source:** Wharton School Entrepreneurship Workshop, "Business Plan Writing 101"



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