

Creating a Business Plan

That Brings Real Value



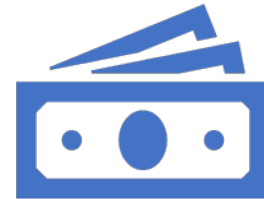
Agenda



Key First Steps



Business Plan Outline
(core sections)



Funding Opportunities

www.writtensuccess.co/EFC



2021 = Unique Opportunity

Business Plan Barriers



bad at writing

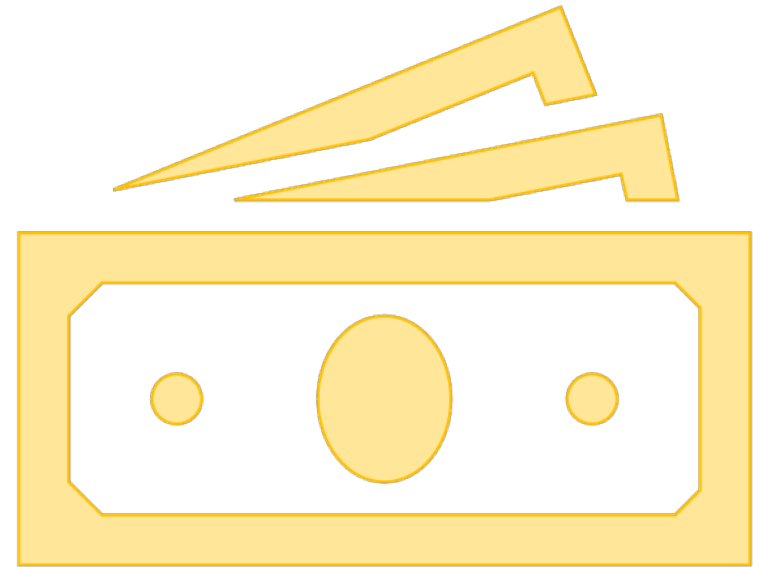


not good with numbers



don't have time

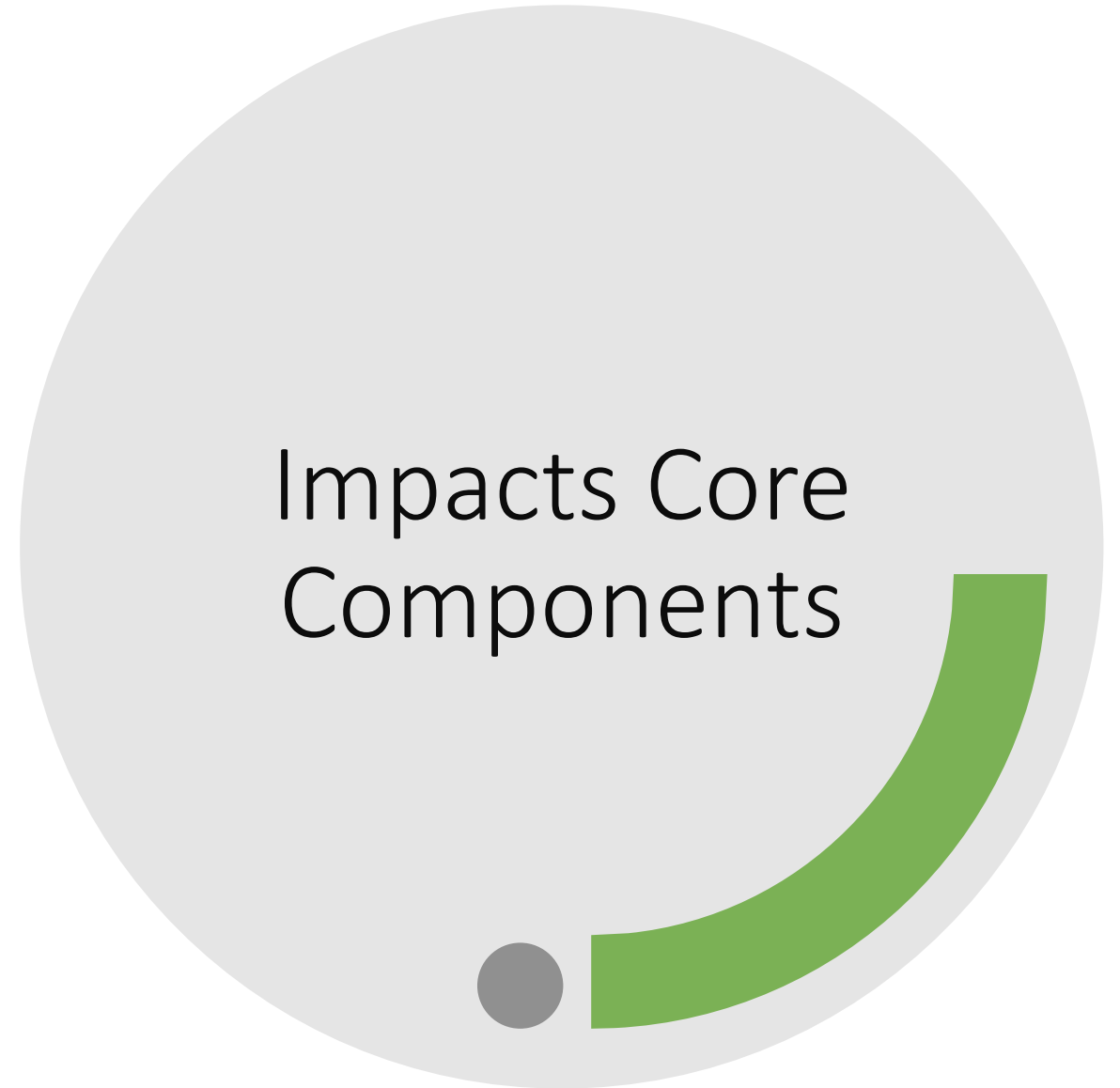
Key 1st Step:
Begin With A
Monetary Goal





How much money would make
a difference in your business?

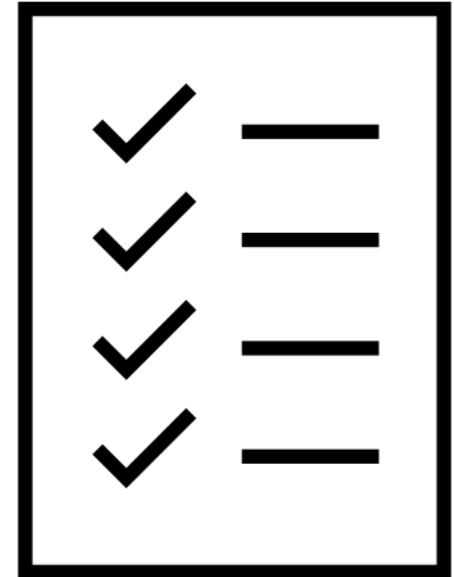
- 3 Year Financials
- Marketing Strategy
- Re-alignment post COVID





Templates = Guides

Business Plan Outline (core sections)





Executive Summary



Owners Biography



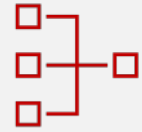
Market Analysis



Competitor Research



Market Entry Strategy



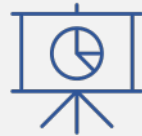
Operations Plan



SWOT Analysis



Schedule



Financials

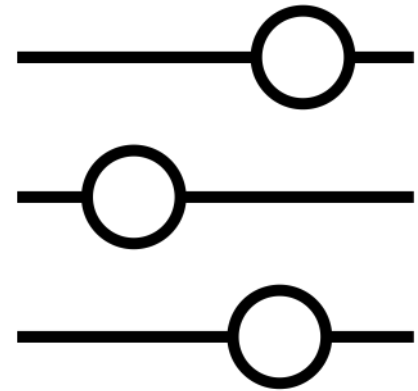


Appendices



Clarity > Formality

Funding Opportunities



Investors



California Investment Network



Pitch Investors Live



Private Equity, Corporate
investors, etc.

Banks



SBA Loans



Lines of Credit



Other Bank Loans

Grants



Small Business Relief Fund

1-time grants (no other relief received)



Awesome Foundation

\$1000 grants monthly



Multiple on San Diego
Economic Development page

A close-up photograph of several black pencils with silver erasers and ferrules, standing upright in a grey cylindrical pencil holder. To the right, a stack of books with white pages is visible. The background is softly blurred, showing what appears to be a desk or study area.

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