



THE NEIGHBORHOOD ENTREPRENEUR LAW PROJECT

BUSINESS PLAN TEMPLATE

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I. COVER PAGE

[LOGO]

[BUSINESS NAME]

BUSINESS PLAN

[Date]

[Home/Business Address]

[Phone Number]

[Email Address]

[Website]

DISCLAIMER: Please note that this business plan template was created specifically for entrepreneurs who are interested in applying for the Neighborhood Entrepreneur Law Project's (NELP) pro bono legal services to determine whether they are ready to move forward their small businesses and receive legal assistance. If you need help with developing a business plan that is tailored to your small business' specific needs, feel free to contact NELP and we will provide you with a resource list of organizations that may be able to assist you.

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III. EXECUTIVE SUMMARY

This section should be written at the end, summarizing the main points of your business plan.

IV. COMPANY DESCRIPTION

1. **Background Story:** Provide a brief background of yourself (i.e. educational and/or professional) and your small business, including how you developed your idea to start this company.
2. **About:** Add a general description of your business that indicates: type of industry, status of business (i.e. start-up or expanding), whether you are already operating (if so, since when), how you plan to operate (i.e. storefront, online, etc.), and where it is located.
3. **Products & Services:** A detailed description of the products and/or services that your business provides, including prices.

V. INDUSTRY ANALYSIS

1. **Research:** Include any relevant research you've conducted on industry trends, size and growth, or common challenges or barriers that exist that may prevent small business success.
2. **Competition:** You may include a competitive assessment such as a SWOT analysis.
3. **Target Market:** Who is your target audience? How are your product and/or services tailored for this population?

VI. MARKETING

1. **Strategies:** What are your marketing strategies? How do you plan on promoting your business (i.e. social media, networking events, etc.)?

VII. OPERATIONS

1. **Organizational Structure:** Have you formed a legal entity? Have you obtained the required licenses or permits to operate your business?
2. **Management:** Who will handle the main functions of the business? If you have a business partner(s) or employees, describe their functions and salaries.
3. **Logistics:** Describe how your products and/or services will be distributed and whether production will require outsourcing (i.e. paying a supplier).

VIII. FINANCIALS

1. **Financial Projections:** Include a month-by-month and/or yearly cash flow projection.
2. **List of Start-Up Costs:** Provide a list of expected start-up costs (typically one-time expenses) that are necessary to begin operating including any legal fees (i.e. to set up a legal entity, obtain permit/license, intellectual property filing costs, etc.).
3. **Expected Ongoing Expenses:** Compile a list of foreseeable ongoing expenses including equipment, inventory, employee wages, rent, supplies, etc.
4. **Assets and Funding Sources:** Explain how you intend to cover your business start-up costs and ongoing expenses (i.e. personal savings, loans, etc.) and the total capital that you have available to fund your business. Additionally, if you have already invested some of this capital in your business, indicate the amount that you have spent.

IX. ATTACHMENTS

1. Resume (optional)
2. Financial statements (if available)
3. Proof of legal entity formation (required, if applicable)
4. Anything that may be relevant to your legal matters such as draft contracts (required, if applicable)