

**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: BUSINESS PLAN

References: Wolk, A. & Kreitz, K. (2008). Business Planning for Enduring Social Impact: a social-entrepreneurial approach to solving problems.

How do I write a business plan?

Complexity: High
Time required: 3-4 days
Material required: computer, research material

What is it for?

Coming up with a business plan once the business model has been tested is a key part in advancing to the next level of development, whether it is to pitch to investors in the project or to acquire key in-kind supporters or to use as an internal strategy tool.

How to use it?

The Business Plan should be done with care. You should also include a summary which packages the most essential contents of your detailed Business Plan in an easy-to-read and direct manner to facilitate interest and encourage the "reader" (investor, donor, partner, etc.) to choose to read the whole plan. There are plenty of resources on how to create a business plan.

Here are just a couple:

Wolk, A. & Kreitz, K. (2008). Business Planning for Enduring Social Impact: a social-entrepreneurial approach to solving problems. Retrieved online <http://socialenterprisefund.ca/uploads/Business%20Planning%20for%20Social%20Impact.pdf>

Forth Sector. (2005). A business planning guide to developing a social enterprise. Retrieved online http://www.forthsectordevelopment.org.uk/documents/New_BusPlanGuide.pdf

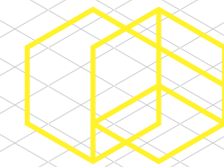
Below you'll find a sample "Table of Contents" from Business Planning for Enduring Social Impact which might help give you an idea of the task before you.



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Requirement:

What the company does?

Present Position:

Distribution and diffusion:

The Opportunity:

Financial Summary

Company:

Ref:

Stage of Dev:

Investment required:

Sector:

Skills sought:

Revenues:

Document created:

Management & Shareholding:
