

Mini Business Plan

If your business is in its early stages, you may want to think about creating a mini business plan instead of a fully detailed business plan.

A mini plan let's you organize your business ideas and strategies into a more concise document. Complete each of the following 6 sections using 2-3 paragraphs for each.

- Description of your business
- Brief overview of your market, industry and competition
- Summary of the products or services your company offers
- Brief overview of how you plan to market your business
- Table or graph that illustrates your financial projections for between 1 and 3 years
- Brief bios of all company principles

This mini plan can be very useful when introducing your business to potential partners, advertisers and funders. If additional information is later requested then you can follow up with a detailed full length business plan.