**Draft Business Plan Template for New Business**

1. Cover Sheet (Serves as the title page of the business plan)
   1. Problem/Opportunity must be relevant to the healthcare industry and tied to at least one area of the Body of Knowledge
2. Table of Contents (Quick reference to major topics covered in the plan)
3. Project Summary (brief, up to one-page pitch of purpose of venture)
4. Executive Summary (more extensive overview, but no longer than three pages)
5. The Company (introductory overview - who, what, when, where, why, and how. Any unique aspects or characteristics?)
6. Mission Statement
7. Market Opportunity (opportunities for which the company is positioned to take advantage)
8. Management and key personnel (who they are and strengths each one brings to the company)
9. Competitors (direct and indirect); list their strengths and weaknesses.
10. The Business’ Competitive Advantages
11. Financial information: capital requirements, funding sources, projections (summary of Income Statement Projections for next 3 years or until the venture shows a profit and positive cash flow.)

**Part I: The Organizational Plan**

1. Summary Description of the Business
2. Mission (projecting short- and long-term goals)
3. Business model (describe the company's model and why it is unique to the industry)
4. SWOT Analysis (strengths, weaknesses, opportunities, and threats that the company will face, both internal and external)
5. Strategy (give an overview of the strategy, focusing on short- and long-term objectives)
6. Strategic relationships
7. Key stakeholders/key decision-makers
8. Products or Services
9. Administrative Plan (organizational chart, approval plan, responsibilities of assignments to teams)
10. Three-year operational Plan (including timeline and key milestones for success; possible roadblocks and strategies to address weaknesses/threats)
11. Regulatory, accreditation, and other external governing bodies that will be included.

**Part II: The Marketing Plan**

1. Overview and goals of the marketing strategy (brand recognition/product/service recognition; definition of what is being sold or services being delivered)
2. Market analysis
3. Target market and audience (identify with demographics, psychographics, and niche market specifics)
4. Competition (describe major competitors assessing their strengths and weaknesses)
5. Market trends (identify industry trends and customer trends)
6. Market research (describe methods of research, database analysis, and results summary)
7. Marketing Strategy
8. Description (budget % allocations on- and off-line with expected Return on investment)
9. Implementation of Marketing Strategy
   1. Mode and methods for marketing (tactics for success)

**Part III: Financial Documents**

1. Summary of financial needs
2. Applying for financing and funding sources
3. How much capital you need
4. Resource costs associated/opportunity costs
5. Identify significant cost factors ex. Personnel Staffing – rates and hour projections
6. Pro Forma Profit & Loss and Cash Flow Projection
7. Three-Year income projection or until breakeven – if you have positive cash after 1 year only a second year is necessary; if cash flow is still negative after 3 years, when does it breakeven.
8. Projected balance sheet
9. Break-even analysis
10. Financial statement analysis

**Part IV: Innovative elements and expected business outcomes**

1. Why and how does this innovative idea positively impact the health of your population and community?
2. What challenges did you encounter during this process and what have you learned?
3. Next steps to put project in action

Part V: Addendum: Other factors

1. Provide additional elements and key considerations that have not been addressed in part I-IV but are essential for this new business model