

Scorecard on Financial Plan

- Does the introduction clearly articulate the vision and mission of your business?
- Does the introduction provide a clear and compelling reason for why the business exists?
- Does the business overview thoroughly explain your business's history, mission, products, and goals?
- Did you include enough detail to understand your business's identity clearly?
- Does your market analysis include a detailed examination of your target market, industry trends, and competitive landscape?
- Are your sales and marketing strategies aligned with your market analysis and business goals?
- Does your operational plan outline the logistics of running your business, including location, facilities, equipment, and staffing?
- Are your financial statements (income statement, cash flow statement, and balance sheet) clear and easy to understand?
- Did you use visuals and break down complex terms to make the data accessible?
- Do your financial projections realistically forecast revenues, expenses, and profits for the next three to five years?
- Did you illustrate your growth trajectory clearly and account for potential challenges?
- Does the funding requirements section clearly outline how much capital you need, its purpose, and how you plan to secure it?
- Did you detail your funding needs and convey the impact of these funds on your business growth?
- Does the executive summary effectively capture the essence of your financial plan and entice the reader to delve deeper?
- Does your financial plan reflect your personality and passion for your business?
- After reviewing each section, do you feel your financial plan provides a clear, comprehensive, and engaging roadmap for your business's future?