

# THE BIZ FOUNDRY

## A Business Plan That Brings In the \$\$!

***“A goal without a plan is just a wish. A plan without action is just paper.  
But a business plan put into motion can turn ideas into profit.”***

Kelly Sullivan

Director of the Small Business Development Center for the  
Upper Cumberland

# Goals and Ground Rules

**Interactive Class!!!**

**Ask Questions!**

**Let others talk.**

**Be Respectful**

If I were to ask you to plan my vacation to Colorado next week.  
What would you need to know before you sent me on my way?

# What is a business plan?

Real Definition:

A **business plan** is a **written document that describes the goals of a business, the strategies for achieving them, and the resources required.** It serves as a **roadmap** that outlines what the business is, how it will operate, and how it will make money.

Guidance

Communication

Planning for Growth

Financial Blueprint

# Each Road Map has Keep Components

- **Executive Summary** – Snapshot of the business and goals.
- **Business Description** – What the company does, industry, mission/vision.
- **Market Analysis** – Target audience, competitors, and market opportunity.
- **Organization & Management** – Structure, team roles, ownership.
- **Products/Services** – What you're selling and the value it provides.
- **Marketing & Sales Strategy** – How you'll attract and retain customers.
- **Funding Request** (if applicable) – How much capital is needed and how it will be used.
- **Financial Projections** – Revenue, expenses, profit forecasts.
- **Appendix** – Supporting documents like resumes, permits, charts, etc.

Example Time!



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FOUNDRY**

# How can a business plan impact funding?

## Secures Funding

A well-written business plan shows lenders or investors that you've **done your homework**. It demonstrates that:

- You understand your market and competition.
- You have a realistic path to profitability.
- You know how you'll use their money and pay it back (or generate returns).
  - 👉 This builds **confidence** and makes them more willing to invest.

# How can a business plan impact funding?

- **Blocks Funding**

A weak, incomplete, or unrealistic business plan raises **red flags**. If numbers don't add up, goals aren't clear, or risks aren't addressed, lenders and investors see too much uncertainty.

👉 In this case, the plan itself is what makes them **walk away**.

A strong business plan is your ticket to funding — it proves you know what you're doing.

A weak plan is the fastest way to get turned down.

# Most Common Mistakes/ Hiccups

Too vague

Too Detailed

Overestimating revenue

Skipping the Research

Making it once and never updating it

Writing for themselves, not the audience

The biggest hiccup?

Writing a plan that looks great on paper but doesn't hold up in reality.”



What Questions Do You Have?