

# BUSINESS PLAN

If this is your first time creating a business plan, we're here to help! Follow the guiding questions below to build your formal business plan, which can be used as part of your SEED funding application requirements. Many of the questions you see here can be answered by referring to your Spark worksheets.

You can fill out this worksheet directly from your computer and save/print it with your changes. For instructions, [click here](#). If you have any questions about this form, please contact us at [entrepreneurship@immigrantsrising.org](mailto:entrepreneurship@immigrantsrising.org) or schedule a time to speak with us [here](#).

## Operating Plan

**Name:**

Your name.

**Business Name:**

**Company Vision:**

Where do you want your company to be in the future? What kind of impact do you want it to have on your community?

**Company Mission:**

Who are you? How will you achieve your vision?

**Contact Information:**

Email	
Telephone	
Address	
Website	
Social Media	



**Brief description of your company:**

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**Necessary permits and licenses:**

Include business incorporation filing.

	Permits
City	
County	
State	
Other	

**Team members and responsibilities:**

If only you, include information for yourself.

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## Marketing Plan

**Description of top 5 products or services that you will offer (include cost & price):**

The price is what your customer will pay and the cost is your expense to create the product or service.

Product	Description and benefits	Price	Cost

**What customer/client problems are you solving?:**

If you need help completing this question, refer back to your worksheets on Spark.

**Target market (who is your ideal customer/client?):**

If you need help completing this question, refer back to your worksheets on Spark.

**Location (where do you sell or offer your services?) How are you going to sell (online, person, etc.)?**

**How will you reach your customers/clients?**

Detail your marketing plan here. For example: flyers, email marketing, Facebook Marketplace, etc.

**Goals and Next Steps**

**What are your business goals for next year?**

For example: incorporate the business, create a business page on social media, open a physical location, make \$10,000 in gross sales.



**Next steps:**

To help you organize your next steps, write them here.

**Finance Plan and Budget****How much money in sales do you realistically expect to make in the following time frames:**

If you are not currently making any sales, please estimate amounts.

	Sales amount in \$
1 Month	
3 Months	
6 Months	
1 Year	

## Creating a Business Budget:

Please list in detail the one-time and monthly expenses you need to launch or grow your business for the next year. Tailor this chart to fit your needs.

Expenses	One-time (Non-Recurring)	Monthly (Recurring)
Rent or Mortgage		
Utilities		
Employee salaries		
Loan Installment		
Transportation		
Licenses		
Permits		
Inventory		
Promotional materials		
Insurance		
Legal fees		
Decoration		
Technology		
Professional Fees		
Taxes		
Self salary		
Materials		
Equipment		
<i>Other</i>		

Total cost to launch or grow:

Monthly Costs: