Business plan review checklist

- [ ] Summary fits on one page
- [ ] Customer problem backed by evidence
- [ ] Market size estimated bottom-up
- [ ] At least three competitors analysed
- [ ] Pricing justified
- [ ] All fixed costs included, including owner pay
- [ ] Cash flow never goes negative without funding
- [ ] Break-even month identified
- [ ] Pessimistic scenario tested
- [ ] Milestones dated
- [ ] Risks and responses listed
- [ ] Proofread by someone else

Notes

Gshoponline.com · Personal and small-business use; please do not resell or share the files.