

# Write the Business Plan

*Adapted from InfoDev Mixed-Use Incubator Handbook, August 2009*

Writing a business plan will systematically record and layout all the assumptions that you have made by looking at the market opportunity and the demand from your target market. In essence, it is both a feasibility study, and a roadmap to move forwards and attract investment. It will be an overall presentation of what you plan to do, what kind of competition may exist in the marketplace, who will be part of your team, which partners you've identified, and where you will locate the business. It will also indicate a five year financial plan and proposed investment structure. Here's an outline of what your business plan should include:

## *Non-Disclosure Information*

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