

Business Plan Checklist

Background

Before pitching for the creation of a training company within your organisation, it's important to make sure your plan is well thought out and ready to go. This quick checklist will help you determine if your plan is pitch perfect!

Pass this to a colleague or friend with a copy of your business plan, and let them score the following points out of 10.

Questions

Q1: The plan is well presented, easy to follow, uses clear language and avoids buzzwords.

1 2 3 4 5 6 7 8 9 10

Q2: There is a well defined and researched target market, with demonstrable value.

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Q3: There is a clear path to mitigating risk and generating revenue.

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Q4: The requested resources are reasonable, costed, and accounted for in projections.

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Q5: The business has potential to scale, either within the target vertical, or moving into others.

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Q6: The plan creator has demonstrated that they are the right person to run this project.

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Q7: The market demand can be verified by independent parties, or is evidenced by concrete letters of interest.

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Q8: The plan accounts for volatility, and has a clear defined exit and continuity strategy.

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Q9: The training is fairly priced for the customer, and delivers 10x the training cost.

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Q10: The plan creator is transparent about their strengths and weaknesses, and taken steps to fill any skill or knowledge gaps.

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