

3 year business plan template

3 Year Business Plan Template: A Comprehensive Guide

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Summary: This comprehensive guide provides a detailed 3 year business plan template, walking you through each crucial section. It highlights best practices for creating a compelling plan that attracts investors, secures funding, and guides your business towards success. The guide also addresses common pitfalls to avoid, ensuring your plan is effective and actionable. We cover market analysis, financial projections, competitive analysis, and operational strategies, equipping you with the tools to craft a winning 3 year business plan.

Introduction: Mastering the 3 Year Business Plan Template

A well-structured 3 year business plan template is the cornerstone of any successful business venture. It's more than just a document; it's a roadmap, a financial forecast, and a persuasive narrative that showcases your vision and potential to investors, lenders, and even your own team. This guide will provide you with a robust 3 year business plan template, outlining best practices and common pitfalls to avoid. By following this template, you'll create a plan that's not only comprehensive but also actionable and adaptable to the ever-changing business landscape.

Section 1: Executive Summary (Your 3 Year Business Plan Template's Elevator Pitch)

The executive summary is the first - and often the only - section many readers will see. It should concisely summarize your entire 3 year business plan template, highlighting key aspects like your business concept, target market, financial projections, and funding requests. Keep it brief (one to two pages maximum) and compelling enough to pique their interest.

Section 2: Company Description (Defining Your Business in Your 3 Year Business Plan Template)

This section details your business's mission, vision, and values. Clearly define your legal structure (sole proprietorship, LLC, etc.), your products

or services, and your unique selling proposition (USP). What makes you different from the competition? This is where you establish your brand identity within your 3 year business plan template.

Section 3: Market Analysis (Understanding Your Landscape in Your 3 Year Business Plan Template)

Thorough market research is critical. This section should analyze your target market, identifying demographics, psychographics, and buying habits. Assess market size, growth potential, and key trends. Analyze your competition - who are they, what are their strengths and weaknesses, and how will you differentiate yourself? A robust market analysis in your 3 year business plan template strengthens your credibility.

Section 4: Organization and Management (The Team Behind Your 3 Year Business Plan Template)

Outline your organizational structure and introduce your management team. Highlight the experience and expertise of key personnel. Investors want to see a capable team capable of executing the plan. Your 3 year business plan template should clearly illustrate your organizational strength.

Section 5: Service or Product Line (The Heart of Your 3 Year Business Plan Template)

Detail your products or services, their features and benefits, and your pricing strategy. Explain your production process, if applicable, and any intellectual property you possess. This section should clearly articulate the value proposition of your offering within your 3 year business plan template.

Section 6: Marketing and Sales Strategy (Reaching Your Customers in Your 3 Year Business Plan Template)

Describe your marketing and sales strategies, outlining how you will reach your target market and generate revenue. This section should include details on your marketing channels (e.g., social media, advertising, content marketing), sales process, and customer acquisition cost. A well-defined strategy is crucial for a successful 3 year business plan template.

Section 7: Funding Request (Securing Resources for Your 3 Year Business Plan Template)

If you're seeking funding, this section is crucial. Clearly state the amount of funding you're requesting, how you plan to use the funds, and your projected return on investment (ROI). Demonstrate a clear understanding of your financial needs and how the funding aligns with your 3 year business plan template goals.

Section 8: Financial Projections (Forecasting Your Success in Your 3 Year Business Plan Template)

This is arguably the most important section. Include detailed financial projections for the next three years, including income statements, balance

sheets, and cash flow statements. Be realistic in your projections, and support them with data and assumptions. A well-constructed financial model instills confidence in your 3 year business plan template.

Section 9: Appendix (Supporting Documents for Your 3 Year Business Plan Template)

Include any supporting documents, such as market research data, resumes of key personnel, letters of intent, and permits or licenses. This section provides additional context and evidence to support the claims made in your 3 year business plan template.

Common Pitfalls to Avoid in Your 3 Year Business Plan Template:

Unrealistic projections: Avoid overly optimistic forecasts.
Lack of market research: Thorough market analysis is essential.
Weak executive summary: Make it compelling and concise.
Ignoring competition: Understand your competitive landscape.
Poor financial planning: Accurate financial projections are crucial.
Missing a clear exit strategy: Consider long-term goals.

Conclusion:

Crafting a comprehensive 3 year business plan template is a crucial step in building a successful business. By following the guidelines outlined in this guide and avoiding common pitfalls, you can create a robust document that serves as a roadmap for your business's growth and attracts the investment and support you need to thrive. Remember, your 3 year business plan template is a living document; regularly review and update it to reflect changes in your market and your business's progress.

FAQs:

1. How long should a 3-year business plan be? Ideally, between 20-30 pages, excluding appendices.
2. What are the key elements of a successful 3-year business plan? A strong executive summary, realistic financial projections, thorough market analysis, and a compelling value proposition.
3. Who should read my 3-year business plan? Investors, lenders, potential partners, and your internal team.
4. How often should I update my 3-year business plan? At least annually, or more frequently if there are significant changes in your business or market.
5. Can I use a template for my 3-year business plan? Yes, templates provide a solid framework, but personalize it with your unique business details.
6. What software can I use to create my 3-year business plan? Microsoft Word, Google Docs, or specialized business planning software.
7. How do I make my 3-year business plan more compelling to investors?

Focus on the problem you solve, your market opportunity, your team's expertise, and your financial projections.

8. What if my projections are not met? Regularly review and adjust your plan based on performance and market changes.
9. Is a 3-year business plan essential for all businesses? While not always mandatory, it's highly recommended for startups seeking funding or significant growth.

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3. Developing Realistic Financial Projections for Your 3 Year Business Plan: This article helps you create accurate and reliable financial projections.
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3 year business plan template: Being Boss Emily Thompson, Kathleen Shannon, 2018-04-10
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3 year business plan template: Business Plan Template and Example Alex Genadinik, 2015 This book is now used by the University of Kentucky entrepreneurship program. This book will give you a fresh and innovative way to write a business plan that will help you: - Complete your business plan faster - Avoid confusion and frustration - Focus on the core of your business and create more effective business strategies To help you learn the business planning process from the ground up, this book gets you started with a very basic business plan and helps you expand it as you make your way through the book. This way, you have less confusion and frustration and are more likely to finish your business plan faster and have it be better. This way you get a business plan template together practical explanations and an example. So whatever your learning style might be, this book has a high chance of being effective for you. If business planning seems to you complex and scary, this book will make it simple for you. It is written in simple and clear language to help you get started and create a great business plan. So what are you waiting for? Get this book now, and start creating a great business plan for your business today. Also recently added in the last update of this book is a business plan sample since many people commented that they wanted a business plan example. Although for my taste as an entrepreneur, I rather give you lots of great business planning strategies and theory that you can use in the real world instead of having a business plan template or workbook to write your business plan from. After all, a business plan is just a document. But to make your business a success, you will have to do it in the real world. So when you try to figure out how to create a business plan, don't just focus on the business plan document. Instead, focus on a plan for the real world with actionable and effective strategies. Get the book now, and start planning your business today.

3 year business plan template: Scaling Up Verne Harnish, 2014 In this guide, Harnish and his co-authors share practical tools and techniques to help entrepreneurs grow an industry -- dominating business without it killing them -- and actually have fun. Many growth company leaders reach a point where they actually dread adding another customer, employee, or location. It feels like they are just adding more weight to an ever-heavier anchor they are dragging through the sand. To make matters worse, the increased revenues have not turned into more profitability, so at some point they wonder if the journey is worth the effort. This book focuses on the four major decisions every company must get right: People, Strategy, Execution and Cash. The book includes a series of One-Page tools including the One-Page Strategic Plan and the Rockefeller Habits Execution Checklist, which more than 40,000 firms around the globe have used to scale their companies successfully.

3 year business plan template: *The Entrepreneur's Manual* Richard M. White, 2020-06-01 You are holding in your hands the ultimate guide to transforming your dream business into a reality. Drawing upon years of trial and error, Richard White imparts his insights on how to establish a successful business and keep it running strong. Substituting complex theories for critical advice rooted in real-life experience, White makes designing and managing a successful business model more accessible than ever. The Entrepreneur's Manual covers everything entrepreneurs need to know, from identifying your niche market, to forecasting and controlling sales, to building a solid foundation of effective employees. White's rare advice has made this manual mandatory reading not only for entrepreneurs, but for anyone who wants to better understand the business world. In addition to motivating prospective business owners, this book, above all others in its field, delivers results. This superior guide on the secrets behind successful entrepreneurship possesses the qualities of a true classic: its advice remains as relevant as ever. Find out why The Entrepreneur's Manual has been the mandatory business guide for nearly half a century.

3 year business plan template: How to Draw Up a Business Plan Tacis Technical

Dissemination Project, 1996 Recog: 1. What is Tacis? - 2. Foreword - 3. Introduction - 4. Executive summary - 5. The business and its overall strategy -6. Market analysis and marketing strategy - 7. Production and operations - 8. Management and decision-making process - 9. Finance - 10. Risk factors - 11. Examples of ratios - 12. Glossary - 13. Lis of NIS addresses for enquiries concerning TDP publications - 14. Questionnaire.

3 year business plan template: Mastering the Rockefeller Habits Verne Harnish, 2023-09-20 A Detailed Roadmap for Companies at Various Stages of Development on How to Get to the Next Level. Leaders and employees of growing firms want ideas and tools they can implement immediately to improve some aspect of their business. Verne Harnish, serial entrepreneur, advisor, and venture investor, brings to business leaders the fundamentals that produce real wealth—the same habits that typified American business magnate John D. Rockefeller’s disciplined approach to business. Harnish masterfully intertwines the legendary business philosophy of Rockefeller with lessons to be learned from ten extraordinary organizations. Aiming to empower present-day business leaders, this remarkably successful book includes invaluable lessons from real-world case studies. A treasure trove of practical situations teeming with insights and actionable recommendations, Mastering the Rockefeller Habits will help you unlock the secrets to scaling up your enterprise while simultaneously sidestepping the pitfalls that plague new ventures. From seasoned industry titans to ambitious start-up founders, anyone can swiftly implement these teachings for immediate impact.

3 year business plan template: How to Write a Great Business Plan William A. Sahlman, 2008-03-01 Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop. Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them. In How to Write a Great Business Plan, William A. Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture: The people—the individuals launching and leading the venture and outside parties providing key services or important resources The opportunity—what the business will sell and to whom, and whether the venture can grow and how fast The context—the regulatory environment, interest rates, demographic trends, and other forces shaping the venture's fate Risk and reward—what can go wrong and right, and how the entrepreneurial team will respond Timely in this age of innovation, How to Write a Great Business Plan helps you give your new venture the best possible chances for success.

3 year business plan template: 24-hour Business Plan Template Steven Fies, 2015-09-03 Writing a business plan should be simple, dynamic, and straightforward. More importantly, it must be a FUNCTIONAL tool that advances you forward towards your goals -- rather than holding you back due to endless tinkering and perfecting of your plan without taking action. Enter the 24 Hour Business Plan Template, your functional tool to get you there as efficiently as possible. This is a complete guide that includes a downloadable pre-formatted business plan template and cash flow spreadsheet to help you get started. In the book, I lay out the method I personally used to plan my own business - and in doing so, leave my full-time job and start my business on a full-time basis within seven months. My plan itself was constructed in under 24 hours on January 1, 2015 as my new years resolution; the remainder of the time spent was executing this plan over time. In the book you'll learn how to do the same, or close to it at the very least - and you'll begin to understand why this efficiency in the beginning is so important. To reiterate, it's important to get to the action-taking phase as soon as possible. This cannot be overstated enough. Successful entrepreneurs and authors like Eric Ries, Gabriel Weinberg, and Justin Mares tout this very principle in their books The Lean Startup and Traction -- the simple fact is, it's much easier to make progress by taking action and adapting over time vs. trying to get everything perfect the first time around. Too much time can be spent getting stuck in your head due to information paralysis or perfectionism, only to wake up one

day realizing you've actually done nothing concrete at all to advance your goals. Don't be this person! Get up out of your chair and take action to make your goals happen. Realize that it may take several iterations of creating a business plan, or cycling through various ideas, before you feel confident in moving forward with one in particular. This is okay -- and in fact, it's the exact reason why you need to be efficient during the initial planning and evaluation stage. Much better to spend one or two weeks cycling through 5-10 ideas than an entire year getting nowhere. In this book, we'll cover the following topics: -The importance of validation, and how to validate your business idea. -The key elements of designing an amazing cover page for your business plan. -How to write an executive summary, and why it must be written last after everything else. -The proper elements that make up your Company Objectives section. -The right approach to laying out your Products & Services section. -How to setup a target customer profile including the right questions to ask. -Websites and tables that will greatly simplify your industry and competitor analyses. -Several possibilities for getting started with sales and marketing, and the difference between each. -The key elements that will comprise your operational plan and any business logistics. -What roles need to be defined in your Management section. -The preferred formats and metrics to use in your business capitalization (initial funding) section. -How to lay out your financial plan, both for your business and your personal finances. Please know fat was trimmed from every section of this book to ensure you can get through it and understand the key principles quickly and move on to actually creating your own plan. Only the critical elements were left in, with additional explanation added at key junctions to ensure comprehension. Whether you're venturing out for your first time as an entrepreneur, or you're a seasoned veteran looking for a no-nonsense way to manage the planning process for your next venture, 24 Hour Business Plan Template belongs on your tool belt.

3 year business plan template: *The Mom Test* Rob Fitzpatrick, 2013-10-09 The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

3 year business plan template: *The Complete Book of Business Plans* Joseph Covello, Brian Hazelgren, 2006-10-01 Readers have turned to The Complete Book of Business Plans for almost 10 years for advice and information, making it one of the bestselling business planning books of our time. Authors Brian Hazelgren and Joseph Covello have gone back to the drawing board on this updated edition, providing you with more than a dozen brand-new business plans that will help you attract the financing and investment you need. The Complete Book of Business Plans also includes revised and updated information on how to get started, what questions to ask and how to finalize a business plan that will get you off the ground and running. For business owners just starting out or seasoned veterans that want to bring their business to the next level, The Complete Book of Business Plans is the only reference they need to get the funding they're looking for.

3 year business plan template: *Business Plan* Elliot J. Smith, 2017-01-29 Are you writing business plans willy-nilly? Yes? Want to learn how to write business plans properly and well? Business Plan: How to Write a Business Plan will show you exactly how to write a business plan for whatever industry you're in. Discover the fundamental elements needed for all business plans. Here's a look at what you're going to learn... Book Reveals: Introduction to Business Plans, Writing Your Business Plan, Business Plan Example, Common Mistakes to Avoid, Choosing an Industry, Template and Examples Included! And more!

3 year business plan template: *The High-Performing Real Estate Team* Brian Icenhower, 2021-09-15 Transform your real estate business into a sales powerhouse In The High-Performing

Real Estate Team, experienced real estate coach Brian Icenhower shares the systems and secrets of top real estate agents and brokerages. The book offers actionable systems and processes that can be immediately implemented to take you, your fellow agents, and your team or brokerage to the next level. Focusing on the 20% of activities that drive expansion, this book shows you how to create renewed enthusiasm, productivity, engagement, and exponential growth at your real estate team. With this book, you will: Discover how to create a viral goal that spreads throughout your team and drives change Learn to focus on core activities that result in the majority of your growth and productivity Cultivate personal responsibility with public accountability and accelerate growth with a custom team dashboard that measures metrics for success Written for real estate agents, teams, brokerages and franchise owners, The High-Performing Real Estate Team is an indispensable resource that will guide you toward growth while providing you with the resources and downloadable materials to reach your goals faster.

3 year business plan template: The \$100 Startup Chris Guillebeau, 2012-05-08 Lead a life of adventure, meaning and purpose—and earn a good living. “Thoughtful, funny, and compulsively readable, this guide shows how ordinary people can build solid livings, with independence and purpose, on their own terms.”—Gretchen Rubin, author of the #1 New York Times bestseller *The Happiness Project* Still in his early thirties, Chris Guillebeau completed a tour of every country on earth and yet he’s never held a “real job” or earned a regular paycheck. Rather, he has a special genius for turning ideas into income, and he uses what he earns both to support his life of adventure and to give back. Chris identified 1,500 individuals who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and focused on the 50 most intriguing case studies. In nearly all cases, people with no special skills discovered aspects of their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who’ve learned how to turn what they do into a gateway to self-fulfillment. It’s all about finding the intersection between your “expertise”—even if you don’t consider it such—and what other people will pay for. You don’t need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid. Not content to talk in generalities, Chris tells you exactly how many dollars his group of unexpected entrepreneurs required to get their projects up and running; what these individuals did in the first weeks and months to generate significant cash; some of the key mistakes they made along the way, and the crucial insights that made the business stick. Among Chris’s key principles: If you’re good at one thing, you’re probably good at something else; never teach a man to fish—sell him the fish instead; and in the battle between planning and action, action wins. In ancient times, people who were dissatisfied with their lives dreamed of finding magic lamps, buried treasure, or streets paved with gold. Today, we know that it’s up to us to change our lives. And the best part is, if we change our own life, we can help others change theirs. This remarkable book will start you on your way.

3 year business plan template: The Suitcase Entrepreneur Natalie Sisson, 2017-09-05 Now in its third edition, *The Suitcase Entrepreneur* teaches readers how to package and sell their skills to earn enough money to be able to work and live anywhere, build a profitable online business, and live life on their own terms. After eight years of working in the soul-crushing bureaucracy of the corporate world, Natalie Sisson quit her high-paying job and moved to Canada, started a blog, and cofounded a technology company. In just eighteen months she learned how to build an online platform from scratch, and then left to start her own business—which involved visiting Argentina to eat empanadas, play Ultimate Frisbee, and launch her first digital product. After five years, she now runs a six-figure business from her laptop, while living out of a suitcase and teaching entrepreneurs worldwide how to build a business and lifestyle they love. In *The Suitcase Entrepreneur* you’ll learn how to establish your business online, reach a global audience, and build a virtual team to give you more free time, money, and independence. With a new introduction, as well as updated resources and information, this practical guide uncovers the three key stages of creating a self-sufficient

business and how to become a successful digital nomad and live life on your own terms.

3 year business plan template: Traction Gino Wickman, 2012-04-03 OVER 1 MILLION COPIES SOLD! Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

3 year business plan template: Creating Business Plans (HBR 20-Minute Manager Series) Harvard Business Review, 2014-05-06 Craft winning business plans and get buy in for your ideas. A well-crafted business plan generates enthusiasm for your idea and boosts your odds of success—whether you're proposing a new initiative within your organization or starting an entirely new company. Creating Business Plans quickly walks you through the basics. You'll learn to: Present your idea clearly Develop sound financial plans Project risks—and rewards Anticipate and address your audience's concerns Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives—from the most trusted source in business.

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3 year business plan template: Ask a Manager Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job

market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

3 year business plan template: Business Plans That Win \$ Stanley R. Rich, 1987-02-18 If you're thinking of starting your own business -- or if you have a new idea that you want to convince your company to sell, build, or promote -- this book will provide you with all the information you need. Based on the expert approaches of the MIT Enterprise Forum, a nationwide clinic providing assistance to emerging growth companies, *Business Plans That Win \$\$\$* shows you how to write a business plan that sells you and your ideas. Enterprise Forum cofounder Stanley Rich and Inc. magazine editor David Gumpert use examples real business plans to answer the entrepreneur's most pressing questions about how to effectively present any product or service to potential investors to win their attention and financial support.

3 year business plan template: *Designing Your Life* Bill Burnett, Dave Evans, 2016-09-20 #1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage • “Life has questions. They have answers.” —The New York Times Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

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3 year business plan template: Business Planning for Enduring Social Impact Andrew Wolk, Kelley Kreitz, Root Cause, 2008

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gives you an easy-to-follow template for conceptualizing, writing, focusing, and revising a business plan that converts your business idea into financial profit. A virtual blueprint for entrepreneurial success, this new edition of the popular entrepreneur's guide provides all the tools you need to communicate the value of your idea to investors and attract key talent, and create a plan you can turn to throughout the entire process of starting and running a business. You'll learn how to:

- Determine what to include in each plan, why, and for whom
- Secure the capital you need to get the project off the ground
- Assess opportunities and risks involved in your project
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