



# Your Business Plan Starter Kit

*Everything you need to plan, model, and fund your business. Free, from Business Plan Firm.*

## WHAT'S INSIDE

- **Business Plan Template (Word)** — a lender-ready, 12-section fill-in-the-blanks plan with instructions in every section.
- **Financial Forecast Model (Excel, USD + GBP)** — a 5-year, 30-tab model: start-up costs, salaries, sales forecast, income statement, cash flow, balance sheet, financial ratios, and breakeven.
- **The Business Plan Playbook (5 guides)** — Guide, Ebook, Workbook, Checklist, and Prompts that walk you through writing every section.

## WHERE TO START

1. Read the Playbook Guide for the big picture, then the Ebook for depth.
2. Draft your plan in the Business Plan Template.
3. Build your numbers in the Financial Forecast Model (use the USD or GBP version).
4. Pressure-test it with the Checklist and Prompts before you send it to a lender or investor. Aim for a DSCR of at least 1.25 for SBA loans.

## Want it done for you?

Our team builds lender-ready and investor-ready business plans, pitch decks, and financial models across 50+ industries. **Book a free call at [businessplanfirm.com](https://businessplanfirm.com).**