



More About NH SBDC's Business Plan OnLine

Business Plan OnLine (BPOL) takes you through the process of writing and developing a business plan. BPOL is an online software product that walks you through the narrative and financial parts of your business plan, and retains your plan online for future updates.

Business Plan OnLine walks you through the process of developing your business plan:

- First, write the “pitch”. Fill in ten major points about your business.
- Next, fill in the narrative sections, using lots of examples you can tailor to your business. These sections will build on the pitch points.
- Merge the pitch and the narrative together, and voila! You have the text for your business plan.
- Fill in the financial Excel worksheets with basic information, and watch the program build three years of balance sheets and your projected 3-year cash flow!

Who should use Business Plan OnLine

We find that a straightforward business, with products or services or both, can make the most of this online software product. You could follow the path outlined in BPOL on your own, or draft a plan in one day at our Build Your Business Plan in-a-Day workshop.

If your business is more complicated, or rather unusual, you may find manipulating the financials may become cumbersome. In that case, we suggest that you meet one-on-one with an SBDC business advisor, always at no cost to the client, to work through the plan.

What you will end up with when you use Business Plan OnLine

First, there is a video that shows you an overview of the process.

Then, you develop text in ten categories, forming your “pitch”. Later, these pieces will merge into the body of your plan. You may also consider using them to write an Executive Summary for the plan, and as the outline of a 20-minute pitch about your business.

Next, you will work through the narrative sections of the plan. BPOL keeps you focused on the topic, and helps you to refrain from wandering and meandering. When you have completed the narrative, you can merge the pitch and the topics together, and you will see your narrative! This will need some formatting, editing, and rewriting, but already you have the basic framework of your plan.

Financials are in Excel and connect and merge to create your 3-year cash flow projections, as well as annual balance sheets and profit & loss statements. Follow the steps, and add items that apply to your business (you may have to do some research to determine those numbers). Do not worry if something does not apply to your business – just leave it blank. If you are an existing business, there is a sheet for your current financial position. If you are new, then you will fill in the start-up expenses section.