



## Business Plan Requirements

**Prepare your Business Plan** for confidential submission to the Business Incubator Management Advisory Committee (BIMAC).

Business Plans are evaluated based on established Business Plan Evaluation Criteria. At minimum, the following must be included within all business plan submissions:

- 1. Table of Contents**  
*(Listing sections and sub-sections and pages numbered)*
- 2. Executive Summary**  
*(An overview of all key aspects no longer than 2 pages)*
- 3. Company Overview**  
*(Detail of product/service; background; team; advisors; insurance, permits licenses etc. required)*
- 4. Marketing Plan**  
*(Industry trends, product/service, target market, competitive analysis, marketing mix, sales estimates/projections)*
- 5. Operational Plan**  
*(Suppliers, manufacturing plans, operating requirements, human resources)*
- 6. Financial Plan – Minimum 3 year forecast**  
*(Start-up costs; cash flow statements; income statements; balance sheet)*

Find resources to help you prepare your business plan at [www.myideahub.ca](http://www.myideahub.ca), under Entrepreneurs >Business Planning Tools:

- Business Plan Guidelines
- Business Plan Evaluation Criteria
- Cash Flow Worksheet (Excel)
- Income Statement & Balance Sheet, Worksheets (Excel)
- Confidentiality Agreement under > Entrepreneurs >IDEAHUB Application
- Links to other useful online business planning tools