REGIUM ACADEMY

Basic Business Plan Template

A Fill-In-The-Blank Starting Point for Your New Business — Free Resource from Regium Academy

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Use this template to draft your first business plan. You don't need to fill out every section perfectly — the goal is to get your ideas on paper so you can refine them, share them with lenders or partners, and use them as a roadmap as your business grows. Print this out or copy it into a document and fill in each section.

1. Executive Summary

In a few sentences, describe your business: what you do, who you serve, and what makes you different.

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What is your mission or the problem you're solving?

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What are your top 1–2 goals for the next 12 months?

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2. Company Description

Business name and legal structure (sole proprietor, LLC, corporation, etc.):

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Location(s) where you operate:

History — how did you get started, and where are you now?

3. Market Analysis

Who is your ideal customer? (age, location, needs, etc.)

Who are your main competitors, and how are you different?

What trends or demand in your industry support your business idea?

4. Organization & Management

Who owns and runs the business? List names and roles.

Do you have employees or contractors? If so, how many and what do they do?

Who are your key advisors (accountant, attorney, mentor)?

5. Products or Services

What products or services do you offer?

What makes your offering valuable to customers?

What is your pricing, and how did you set it?

6. Marketing & Sales Strategy

How will customers find out about your business? (social media, referrals, local ads, etc.)

What is your sales process — how does someone go from "hearing about you" to "becoming a customer"?

What is your plan for keeping customers coming back?

7. Funding Request (if applicable)

How much money do you need, and what will it be used for?

What type of funding are you seeking? (loan, grant, investment, personal savings)

If applicable, what can you offer as collateral or equity?

8. Financial Projections

Estimated startup costs (equipment, licenses, supplies, etc.):

Estimated monthly expenses (rent, insurance, software, etc.):

Estimated monthly revenue for your first 6–12 months:

9. Appendix

List any supporting documents you'll attach (licenses, certifications, resumes, contracts, letters of reference, photos of your work, etc.):

■ Keep it living

A business plan isn't a one-time document — revisit it every few months and update it as your business grows or your goals change. Lenders and grant programs (and certifications like SAM.gov and 8(a)) often ask for an updated plan, so keeping this current saves time later.