



## SUGGESTED BUSINESS PLAN OUTLINE FOR A SOCIAL ENTREPRENEURIAL VENTURE

**COVER SHEET:** Name of the organization, address, phone number, e-mail, and website

**EXECUTIVE SUMMARY:** Include mission statement, types of services provided, funding sources, summary of research conducted to substantiate need, and information about the board of directors

### **CONTENTS:**

- **Detailed Description of the Organization and Services Provided:** Include a detailed description of services provided and the societal problems the services will address.
- **Research Substantiating the Need for the Organization:** Include national or international information about the industry along with specific research conducted by your organization pertaining to the immediate service environment.
- **The Competition:** Discuss other organizations that provide the same, or similar, services with particular attention given to direct competitors.
- **Marketing Plan:** Include your targeted service recipients, additional details about your services, pricing for services, how the organization and services will be promoted and advertised, and service delivery methods.
- **The Management Team:** Include details about the management team including credentials and position descriptions. Also include details about your board of directors.
- **Personnel:** Include staff positions and position descriptions addressing their duties and responsibilities. Also address the organization's plans for utilizing the services of volunteers.
- **Organization Structure:** Include an organization chart, narrative about the reporting relationships, and information about the legal structure of the business including plans for tax status.
- **Financials:** Include plans for securing funds, financial records, an annual budget showing revenue and expenses, and fiduciary responsibilities.
- **Summation:** Develop a compelling summary of the organization.