

# **HOW TO WRITE A WINNING BUSINESS PLAN**

**A Step-by-Step Guide for Startup Entrepreneurs to  
Build a Solid Foundation, Attract Investors, and  
Achieve Success With a Bulletproof Business Plan**

**WALTER GRANT**

**WALTER GRANT** is an entrepreneur and business author. On graduation from university, he worked in a corporate job for five years before he quit and went out on his own. His first attempt at starting a business ended in bankruptcy, but he bounced back from that setback to sell his second company for multiple 8 figures. He has since built several successful companies from the ground up.

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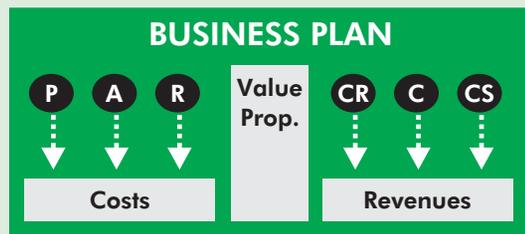
**MAIN IDEA**

Investors don't put money into raw ideas. They need concrete evidence they will get a return on their investment, and that's what a business plan provides. Good business plans always provide information about the three key drivers of the business:



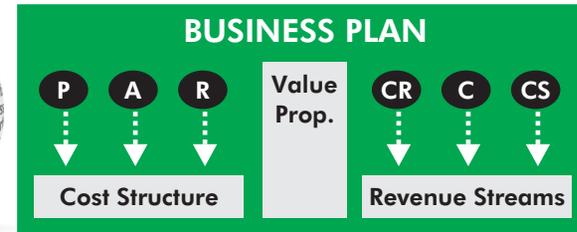
The great thing is business plans don't have to be long winded to be useful. A single page business plan should suffice in most situations. As needed, you can take that 1-page plan, and add more details if you need something longer.

Your 1-page business plan should ideally follow the business model canvas format:



*"This is a visual tool that enables you to present all aspects of the business plan in a concise and easy-to-understand manner. Since it is a single-page document, it's very easy to quickly present different ideas and analyze the impact of these changes on the business. Using this will bring a much-appreciated order to your daily routine".*

– Walter Grant



**1. Why you need a working business plan** . . . . . Page 2

Your business plan sets out your business model – how you will create value for yourself while delivering products and services your customers value. Your business plan is your roadmap on how to do that. A good business plan should be used daily.

**2. Cost Structure** . . . . . Pages 3 - 5



Costs always drive a business, and are a key consideration. Business plans need to identify the major cost drivers, and link them to revenue streams. The majority of businesses which collapse have a mismatch between revenues and costs, don't understand their costs fully, or fail to link long-term costs to revenue streams.

**3. Revenue Streams** . . . . . Pages 5 - 7



Revenue streams provide the operating income of the business, and will guide decisions on how the business is financed and its overall profitability. A good business plan will make informed forecasts of revenues, costs, and therefore overall profitability.

**4. Value Proposition** . . . . . Page 8

The Value Proposition specifies the reasons why customers choose your business over your competitors. At its heart, the Value Proposition specifies the benefits that accrue to customers, and should form the foundation of any and all marketing campaigns.