

# **TORY BURCH FOUNDATION**

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## **BUSINESS PLAN BUILDER**

Welcome to the Business Plan Builder. This is a comprehensive template that you can tailor for potential stakeholders to understand the ins and outs of your business.

# Instructions

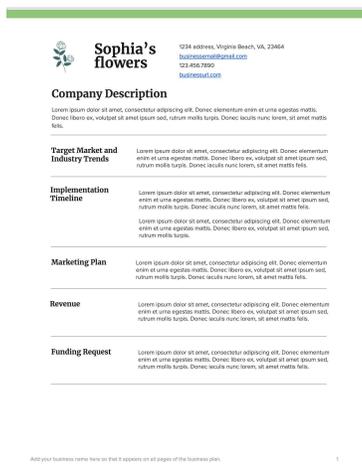
This is a read-only template document. In order to make this document your own, make a copy or save into your preferred format:

- Save a copy of the PDF template by clicking File then Save As.
- In your toolbar, select Edit PDF and start editing all your content.
- Be sure to save your progress as you go.

Use the writing prompts and relevant content linked in the sections to help you write your business plan.

## Customized Examples

View examples of this template customized in Google Docs



[View example](#)



[View example](#)

# Tips and Tricks

## How to update the cover and header shape color?

- When in Edit PDF mode, click the More drop down. Select Background then Update.
- In the Update Background window update the Source color and click OK. Click OK again in the prompt window to see the update.

## How to update text?

- When in Edit PDF mode, click Edit.
- You will now see bounding boxes on text to edit.

## How to update the footer?

- When in Edit PDF mode, click the Header & Footer dropdown.
- Click "Update" to change.

## How to update social links?

- When in Edit PDF mode, click the Link dropdown.
- Click Add/Edit Web or Document Link, double click a link or social icon to open the link properties window.
- Under Actions click Edit to edit the link URL.

*Remove this page once done editing.*

## Business Name Here

1234 address, Virginia Beach, VA, 23464

[businessemail@gmail.com](mailto:businessemail@gmail.com)

123.456.7890

businessurl.com

## COMPANY DESCRIPTION

Writing prompt below. Be sure to replace all text on this page. *Provide details on when your company was founded, who founded it and a brief summary of your company's progress. If the business is new, explain why you decided to start the company. Include language from your mission statement, expressing your company's guiding philosophy or a high-level objective. Lastly, describe the problem your business solves.*

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### Target Market and Industry Trends

Writing prompt below. Be sure to replace all text in this section.

*Describe the market your company is targeting, providing details about your industry such as size and growth potential, and how you hope to fit into or disrupt that market. Consider sharing a profile of your target customer and/or customer groups and connect their needs and any current market trends to your product or service's value proposition.*

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### Implementation Timeline

Writing prompt below. Be sure to replace all text in this section.

*Describe where you are currently in your go-to-market strategy, and your next steps or phases*

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## Marketing Plan

Writing prompt below. Be sure to replace all text in this section.

*Indicate how you plan to reach customers, whether through digital channels, promotions, advertising, etc.*

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## Revenue

This section is optional. Writing prompt below. Be sure to replace all text in this section. *Give a brief overview of pricing and billing structures, plus income streams. It is recommended that entrepreneurs not include this section in plans shared with potential partners.*

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## Funding Request

This section is only if applicable. Writing prompt below. Be sure to replace all text in this section. *Indicate the amount your company is seeking from investors and how these funds will be used.*

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# Team

Writing prompt below. Be sure to replace all text on this page.

*Who is part of your team and why are they the best person/people?*

**First Name, Last Name**

TITLE

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**First Name, Last Name**

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**First Name, Last Name**

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## Board and Advisory Committee

**First Name, Last Name**

TITLE

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[XX@XX.COM](mailto:XX@XX.COM) 000-000-0000

**First Name, Last Name**

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[XX@XX.COM](mailto:XX@XX.COM) 000-000-0000

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