

# How to write a business plan

*Below is a snippet of a project I worked on for [Sketchnote.co](https://sketchnote.co) in 2021, creating 20+ fun lessons for entrepreneurs. The project has since ended and the content is no longer online, and is showcased here for archival and portfolio purposes.*

## Card 1: A great idea



Hi, I'm Lucy Lee!

Do you have a great business idea? Well, that's a start. But how do you know if it's viable or not? That's another story!

After all, you don't want to invest thousands of dollars only to realize that your business isn't profitable.

## Card 2: Gotta have a plan

*(Lucy Lee with her parents. She is handing them a report that says "Lucy's Leaves" on it)*

When I was starting my e-commerce shop - I admit - I had to ask my parents for startup capital. Being entrepreneurs themselves, they demanded to see a full business plan before they would give me a dime. I'm glad they did though. It forced me to think seriously about my idea and work out all the details.

## Card 3: Why create a business plan?

*(Lucy Lee saying, "A business plan demonstrates to yourself - and to co-founders, lenders, or potential investors - that your business will work. ")*

A business plan gives you a picture of how your business will run and how you can achieve your goals.

If you're looking for funding, investors are going to want to see a solid business plan before investing in your startup. Same goes for banks. Even if you're only asking for money from the three 3Fs (friends, family, and fools), it's good to have something to show them.