

# #1 Business Planning



**Bright  
Peers**

No crowdfunding campaign will be successful without rock solid foundations.

Use this sheet to start building a solid business case for your vision.

LEARN HOW TO USE THIS SHEET, JOIN US ON ONE OF OUR CROWDFUNDING SPRINTS.

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**Purpose:** Business planning. Business planning is both difficult & frustrating. But writing a good one will help you in all sorts of ways, not least to show how **fab** your idea is.

Once it's written, get some feedback, show it to people - lots of people. Ask them to be honest & tell you what they really think about the idea.

Opportunity

Customers

Resources

Finances

Vision

Mission