



# ALICIA CASTILLO WEALTHING GROUP

**Creating wealth from innovations**

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## Business Plan - Checklist

Convey critical messages to stakeholders.

✓	What is the company's mission? What are the products or services offered, and what problem do they solve?
✓	Who is the ideal client? How many types of clients are in your market? How many actors or players are in the market (suppliers, clients, third parties if appropriate)
✓	How are you capturing clients and selling to them?
✓	What generates income? What are the price and sales conditions?
✓	What are your competitive advantages and how do they fit with your potential clients' needs?
✓	Who owns the company? What advantages do they have (experience, contacts, capital, education)?
✓	Who participates in the managing team (who is in charge of sales, operations and administration )
✓	How much income will the company generate in 1, 2 and 3 years?
✓	How much money will the company spend in 1, 2 and 3 years? How much will be spent on investment and how much on running operations?
✓	How much money is the company raising? And under which conditions? How many shares and what % of equity will be issued?
✓	Who is the contact person and how long is the offer valid for?