

# Business Plan Comparison Chart

	Silver Business Plan	Gold Business Plan	Platinum Business Plan
<b>Size</b>	12-15 pages. Created specifically for small businesses requesting modest funding, have no management team and have a straight forward operation plan.	30-35 pages of specific information about your business. Fulfills all criteria for business plan including market research, marketing, financial charts, graphs and more.	<b>Over 45 pages. In addition to including all elements in the Gold plan it also includes an expansive marketing section, thorough market research, and detailed financials for up to 5 years of operation.</b>
<b>Team</b>	A dedicated writer will be working with you throughout the project.	A dedicated writer will be working with you throughout the project.	<b>A dedicated senior writer will be working one-on-one with you throughout your entire project.</b>
<b>Purpose</b>	Recommended for funding requests under \$100K	Recommended for funding requests between \$100K and \$500K	<b>Recommended for funding requests over \$500K</b>
<b>Financials</b>	Financial statements (income statement and cash flow statement) for first year.	Standard financial statements (income statement and cash flow statement) for 3 years	<b>Advanced Financial Statements including: income statement, cash flow statement, break-even analysis and recommendations.</b>
<b>Sales/ Marketing</b>	Market overview of industry and demographics.	Secondary market research, including demographics and findings for your product or service in your market trading area	<b>Thorough market analysis and demographic findings for your target group. Identify key marketing strategies to reach the target market and outline powerful sales strategies. Includes an actionable marketing plan.</b>
<b>SWOT Analysis</b>	Not Included	Standard SWOT Analysis included (Strength, Weaknesses, Opportunities and Threats)	<b>Premium SWOT Analysis identifies important gaps and opportunities amongst your competition and sets you up for long term success.</b>
<b>Goal Setting</b>	Goal setting to map out key benchmarks within the first year of operation.	Goal setting to map out key benchmarks within the first few years of operation.	<b>Detailed goal setting to map out key benchmarks within the first few years of operation.</b>
<b>Tax deductible</b>	The cost of the business plan is 100% tax deductible under Canada Revenue Agency (CRA) guidelines	The cost of the business plan is 100% tax deductible under Canada Revenue Agency (CRA) guidelines.	<b>The cost of the business plan is 100% tax deductible under Canada Revenue Agency (CRA) guidelines.</b>
<b>Benefits</b>	Solid plan for your first year of business.	Map out your business for the first 1 to 3 years of operations.	<b>Map out your business for the first 3 to 5 years of operations.</b>
<b>Preparation Time</b>	1 – 2 weeks	2-3 weeks	<b>3-4 weeks</b>