



# PULLING IT ALL TOGETHER— WRITING YOUR BUSINESS PLAN


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Once you have answered the questions outlined in this document, you have the elements needed for a business plan. The plan does not need to be a lengthy document; in fact, Opportunities Exchange recommends using a simple and concise PowerPoint format, coupled with a three year budget, for presenting a business plan. The presentation approach is recommended for several reasons:

- PowerPoint format is ready to share with stakeholders—board of directors, staff, funders, families in participating centers— from whom buy-in is needed.
- Stakeholders are more likely to read and comprehend the plan if it is concise and visual (vs. lengthy narrative format).

As you put your plan together, use the tools you've worked through in this guide as a framework. The plan should:

- clearly articulate the problem you're trying to solve and your vision for what's possible;
- the providers you're focused on and your value proposition to them;
- your Theory of Change and service array;
- your governance structure (who is your Alliance Hub and who is advising);
- the high-level steps of your implementation plan;
- your timeline;
- a three-year budget.

If you have made it this far, you have completed the necessary steps to thoroughly describe your Alliance. Please use the samples provided in the toolbox to guide you in formatting and articulating your plan. Congratulations on reaching this point! 

## Tools to Support You In This Section

- [Sample business plan narrative](#)
- [Sample business plan slides](#)