



## The business plan

Goals, financing and realisation – the business plan is your most important tool to convince partners and credit institutions of your company's vision.

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> **The business plan**

You have found your business idea and want to put it into practice? Then you should prepare your start into **self-employment**. The most important instrument for this is the business plan.

A business plan helps you to plan your project step by step. It is crucial if you want to convince someone of your business idea and plans – banks, for example, use the business plan to check whether they will grant you a loan.



**Advice to improve your business plan**

Get [advice](#) beforehand. An advisor can give you helpful tips on how to improve your business plan.

You can find out how to write your business plan, what belongs in the plan and what else you need to consider on the pages of the [start-up portal](#). You already know what should be in your business plan? Then the [Platform for Founders](#) will show you how to write it step by step.

Are you wondering whether your business idea has been sufficiently thought through? Are you unsure of what your financial planning should look like? Then have a look at the checklists on the [start-up portal](#).

## Information on the web

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### Start-up Portal

[Checklist for your business plan](#)

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### IHK Berlin

[Short film summarizing the most important information about your business plan in a visual way](#)

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### Checklist for your financing plan

[Things to bear in mind when planning your business finances](#)

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