

You may choose to have your students take their business model further and draft a written business plan. A business plan is a living document usually drafted when venture capital is being sought. There is no “right” way to write a business plan.

The Small Business Administration (SBA) is an organization found throughout the United States. The SBA helps Americans start, build, and grow businesses. Below is a chart that maps sections of the Business Model Canvas to business plan sections recommended by the SBA. Please follow the link at the bottom of the document for business plan section descriptions provided by the SBA.

BMC SECTION	SMALL BUSINESS ADMINISTRATION BUSINESS PLAN SECTIONS
Value Proposition	Executive Summary Company Description Service or Product Line Appendix
Customer Segments	Executive Summary Company Description Market Analysis
Channels	Executive Summary Company Description Marketing and Sales
Customer Relationships	Executive Summary Company Description Marketing and Sales
Key Partners	Executive Summary Company Description Organization and Management Marketing and Sales Funding Request Appendix
Key Activities	Executive Summary Company Description Service or Product Line Marketing and Sales Financial Projections Appendix
Key Resources	Executive Summary Company Description Organization and Management Marketing and Sales Funding Request
Revenue Stream	Executive Summary Company Description Market Analysis Marketing and Sales Funding Request Financial Projections
Cost Structure	Executive Summary Company Description Marketing and Sales Funding Request Financial Projections

<https://www.sba.gov/starting-business/write-your-business-plan>