

Types of business plans

Summary business plan

10-15 Pages

Works best for new ventures in the early stages of development that want to “test the waters” to see if investors are interested in their idea.

Full business plan

23-35 Pages

Works best for new ventures that are at the point where they need funding or financing; serves as a “blueprint” for the company's operations.

Operational business plan

40-100 Pages

Is meant primarily for an internal audience; works best as a tool for creating a blueprint for a new venture’s operations and providing guidance to operational managers.