

Why Every Entrepreneur Needs a Business Plan

Presented by: OnSquare Business Solutions LLC

Empowering Visionaries. Building Legacies.



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What Is a Business Plan?

- - A strategic blueprint for your business journey
- - Clarifies your mission, market, model, and milestones
- - Serves as a tool for communication, funding, and growth





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Why It Matters?

- - Direction: Keeps your goals aligned and measurable
- - Clarity: Defines your value proposition and target audience
- - Confidence: Builds trust with investors, partners, and clients



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Funding & Financial Readiness.

- Required by banks, lenders, and grant programs
- Demonstrates financial viability and repayment strategy
- Helps forecast cash flow, expenses, and profitability



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Strategic Decision-Making

- Guides hiring, marketing, and growth strategies
- Identifies potential risks and develops contingency measures
- Monitors key performance indicators and benchmarks



Legacy & Brand Alignment

- Ensures your business reflects your values and vision
- Embeds purpose into every product, service, and interaction
- Supports generational wealth and community impact



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What a Strong Plan Includes

- Executive Summary
- Market Analysis
- Products & Services
- Marketing & Sales Strategy
- Financial Projections
- Operational Plan

Real-World Impact

- 70% of businesses with a plan survive past 5 years
- Entrepreneurs with plans are 2x more likely to secure funding
- A written plan increases accountability and execution



OnSquare's Approach

- Branded, visual business plans tailored to your story
- Strategic clarity meets legacy-building
- Pitch decks, intake forms, and funding scripts included



Ready to Build Yours?

- - Let's co-create your blueprint for success
- - Schedule a strategy call today @ (757) 264-1567

