



Rotary
BizEast

SERVICE ABOVE SELF

SMART SHARK PITCH COMPETITION

PITCH YOUR IDEA. SHAPE YOUR FUTURE.



HANDWRITTEN BUSINESS PLAN TEMPLATE



Use this template to help you create your handwritten business plan.

Write clearly in English. You may add sketches, drawings or illustrations to support your idea.

Attach this completed plan to your application form.

1



BUSINESS NAME

2



BUSINESS CONCEPT

Describe your business idea in a few sentences.

3



PROBLEM BEING SOLVED

What problem or need does your business solve?

4



TARGET MARKET

Who are your customers? Describe your target market.

5



PRODUCTS OR SERVICES

What products or services will you offer?



INCOME GENERATION MODEL

How will your business make money?



MARKETING STRATEGY

How will you let people know about your business?



FUTURE GROWTH VISION

Where do you see your business in 3-5 years?



GIVING BACK TO THE COMMUNITY

How will your business give back and make a positive difference in the community?



TIPS FOR WRITING YOUR BUSINESS PLAN

- Use clear and simple ideas.
- Keep your writing neat and legible.
- Be honest and realistic.
- Add sketches or drawings where helpful.



REMEMBER

Your business concept is your intellectual property. Rotary BizEast and the judges will treat your plan with the strictest confidence. See Rules & Conditions on Page 2 for more important information.



IMPORTANT: Ensure you attach this completed handwritten business plan to your Official Entry Application Form before the closing date: **12 SEPTEMBER 2026.**