

BUSINESS MODEL **vs** BUSINESS PLAN

What is the difference?



1

The biggest difference is that the **business model** is only about the finances of the business, whereas the **business plan** has all the areas that your company needs to think about including finance, but also strategy, operations, marketing, sales, etc.



2

Business models are almost always presented in Excel or Google Sheets.



Business plans are usually a Word document or a PowerPoint.



3

Most **business plans** can usually be written by the business owners themselves...

Whereas most business owners are not comfortable building a financial **business model** themselves.

Although they will be familiar with all the key components of what goes into the model, they just usually need some help putting it together in Excel