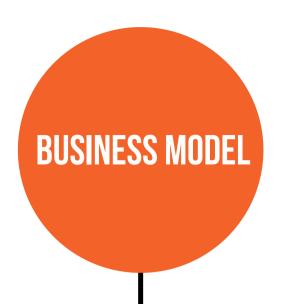
BUSINESS MODEL VS BUSINESS PLAN

What is the difference?



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.



BUSINESS PLAN

FINANCES

OPERATIONS

MARKETING

SALES

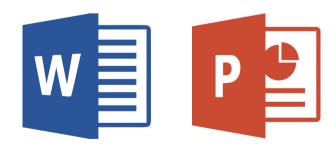
STRATEGY
OTHER ESSENTIAL
ASPECTS

FINANCES

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



Business plans are usually a Word document or a PowerPoint.



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