

**Roles & Responsibilities Matrix**

**Instructions:**

1. Review matrix and customize for your needs.
2. Fill out the form based on team members who can best contribute to each section.
3. Reconcile deadlines with overall work plan.

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| ***Business Plan Section*** | ***Time Frame*** | ***Deadline*** | ***Owner*** | ***Contributor*** ***#1*** | ***Contributor*** ***#2*** | ***Contributor*** ***#3*** | ***Final Review*** |
| **1.0 Executive Summary**  |  |  |  |  |  |  |  |
| **2.0 Venture Description & Goals** |  |  |  |  |  |  |  |
| **3.0 Industry & Customer Analysis**  |  |  |  |  |  |  |  |
| **4.0 Competitive Analysis**  |  |  |  |  |  |  |  |
| **5.0 Marketing & Sales Strategy**  |  |  |  |  |  |  |  |
| **6.0 Operations**  |  |  |  |  |  |  |  |
| **7.0 Organization & Management**  |  |  |  |  |  |  |  |
| **8.0 Financials** |  |  |  |  |  |  |  |
| **9.0 Risk Mitigation** |  |  |  |  |  |  |  |
| **10.0 Appendices** |  |  |  |  |  |  |  |