

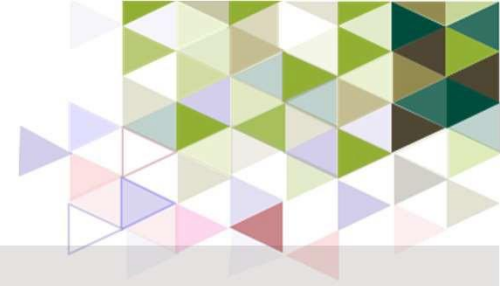
## Conclusion & Outlook

- A business plan conclusion is a summary of a business plan's strengths designed to convince the reader of the company's success.
- Because companies typically create business plans to get funding or investors, the conclusion should focus, e.g. why it is a good investment or create impact.
- The conclusion in a business plan should be located at the end of the document.

### Main difference between executive summary and conclusion

	Executive summary	Conclusion
Content	Previews what the plan is going to be about	Reviews what the plan has discussed
Emphasis	Broad overview of the business plan	Concise summary of the information a certain stakeholder needs to know
Main aim	Encourage to keep on reading	Convince to take action such as investing or supporting
Call to action?	Usually no	Usually yes

- The outlook very briefly outlines planned next steps in the nearer future.



## Appendix

- A business plan appendix provides supporting documentation for the other sections of your business plan.
- The appendix typically comes last and includes any additional documents, spreadsheets, tables, or charts that don't fit within the main sections of your plan.

What goes in the appendix of a business plan? Examples

- Charts, graphs, or tables that support sections of your business plan
- Financial statements and projections
- Sales and marketing materials
- Team CVs
- Product illustrations or product packaging samples

You may include (apart from the Social Business Model Canvas) some, all, or completely other documents in your appendix. It depends on your business needs and should be based on the intended audience.