

Business Plan vs Business Model (vsdiff.com)

Feature	Business Plan	Business Model
Definition	A detailed document outlining goals, strategies, and financial forecasts.	A conceptual framework that explains how a business creates, delivers, and captures value.
Purpose	To guide the business and attract investors.	To provide the foundational understanding of how a business operates.
Components	Executive summary, market analysis, organizational structure, financial projections.	Value proposition, customer segments, revenue streams, cost structure.
Timeframe	Typically covers 3-5 years.	Designed to be flexible over time as the market evolves.
Use Cases	Startups seeking funding, existing businesses planning growth.	Entrepreneurs validating ideas, businesses optimizing operations.

Source: <https://vsdiff.com/business-plan-vs-business-model/>