



Business Plan Template

EXECUTIVE SUMMARY

- Problem Summary
- Solution Summary
- Market
- Competition
- Differentiation
- Forecast
- Startup Costs

ADVANTAGE

- Problem Worth Solving
- Our Solution
- Our Advantages

MARKETING STRATEGY

- Target Market Size & Segments
- Market Research
- Marketing Plan
 - Strategy
 - Execution
- Potential Go-To-Market Partners
- Sales Plan
- Price Tier Breakdown

FINANCIAL PROJECTIONS

- Milestones
- Key Metrics
- Key Assumptions
- Revenue by Month
- Expenses by Month
- Net Profit by Year
- Use of Funds - [Tier Spending Breakdown]
- Projected Profit & Loss

OPERATIONS

- Locations & Facilities
- Technology
- Equipment & Tools
- Traction

LEADERSHIP TEAM

PROPOSED FUNDING

- Sources of Funds

FUTURE FUNDING

CONCLUSION