

BUSINESS PLAN

COMPANY NAME

DATE PREPARED

00/00/0000

CONTACT

Contact Name

Contact Email Address

Phone Number

Street Address

City, State and Zip

webaddress.com

TABLE OF CONTENTS

- EXECUTIVE SUMMARY3
- COMPANY OVERVIEW4
- PROBLEM & SOLUTION.....5
 - THE PROBLEM.....5
 - OUR SOLUTION5
- TARGET MARKET6
 - MARKET SIZE & SEGMENTS6
- COMPETITION7
 - CURRENT ALTERNATIVES TARGET BUYERS ARE USING7
 - OUR COMPETITIVE ADVANTAGES.....7
- PRODUCT OR SERVICE OFFERINGS8
 - PRODUCT OR SERVICE.....8
- MARKETING9
 - MARKETING PLAN.....9
- TIMELINE & METRICS10
 - TIMELINE.....10
 - MILESTONES.....10
 - KEY PERFORMANCE METRICS.....10
- FINANCIAL FORECASTS11
 - KEY ASSUMPTIONS11
- FINANCING12
 - SOURCES OF FUNDING12
 - USE OF FUNDING12

EXECUTIVE SUMMARY

Write this section last and summarize all the key points in your business plan in less than two pages. This is your opportunity to capture the attention of your reader and gain buy-in.

COMPANY OVERVIEW

Provide a description of the overall nature of your business and the industry in which it operates. Include details like industry trends, demographics, and governmental and economic influences.

PROBLEM & SOLUTION

THE PROBLEM

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OUR SOLUTION

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TARGET MARKET

MARKET SIZE & SEGMENTS



COMPETITION

CURRENT ALTERNATIVES TARGET BUYERS ARE USING

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OUR COMPETITIVE ADVANTAGES

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PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE

Describe the product or service you are offering, how it benefits the buyer, and its unique selling proposition.

MARKETING

MARKETING PLAN

Describe your marketing objectives and strategy here, including your costs, goals, and plan of action.

TIMELINE & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC

FINANCIAL FORECASTS

KEY ASSUMPTIONS

Provide insight into how you came up with the values in your financial projections (e.g., past performance, market research). Describe the growth you are assuming and the profit you anticipate generating.

FINANCING

SOURCES OF FUNDING

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USE OF FUNDING

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