

START-UP BUSINESS PLAN TEMPLATE

COMPANY NAME

BUSINESS PLAN

I. EXECUTIVE SUMMARY

Provide Executive Summary

MISSION STATEMENT

Provide Mission Statement

KEYS TO SUCCESS

1. Key One Explanation
2. Key Two Explanation
3. Key Three Explanation
4. Key Four Explanation

FINANCIAL OVERVIEW

DESCRIPTION	2020	2021	2022
CASH			
SALES REVENUE			
FINANCIAL-YEAR NET PROFIT			
OPERATING MARGIN			
OWNERS' EQUITY			

RETURN ON EQUITY			
-------------------------	--	--	--

II. COMPANY OVERVIEW

Provide Company Overview

III. PRODUCTS / SERVICES

Summarize Business Offerings / Output

IV. SALES / PRICING

Overview of Pricing Structure

SALES REVENUE

PRODUCTS / SERVICES	2020	2021	2022
TOTAL			

BREAK-EVEN ANALYSIS

DESCRIPTION	2020	2021	2022
SALES REVENUE			
Cost of Sales			
VARIABLE EXPENSES TOTAL			
Personnel Expenses			
Additional Operating Expenses			
Fixed-Asset Depreciation			
Financial Expenses			
FIXED EXPENSES TOTAL			
GROSS-MARGIN PERCENTAGE			
BREAK-EVEN SALES REVENUE			
SALES REV ABOVE BREAK-EVEN			

V. MARKETING STRATEGY

Provide Marketing Strategy Overview

MARKET SEGMENTATION

Marketing Segmentation Overview

MARKET TARGETING

1. Target Market One
2. Target Market Two
3. Target Market Three
4. Target Market Four

VI. COMPETITIVE ANALYSIS

Provide Brief Description of How Analysis Was Conducted

ANALYSIS RESULTS

COMPETITOR TYPE / NAME	DESCRIPTION

--	--

VII. TEAM

Overview of Management and Staffing Structure and Efforts Employed to Build Out

HEADCOUNT

DESCRIPTION	2020	2021	2022
SALES REPS			
OFFICE STAFF			
MANAGEMENT			
CONSULTANTS			
PARTNERS			
HEADCOUNT TOTAL			

SALARY & WAGES

DESCRIPTION	2020	2021	2022
SALES REPS			
OFFICE STAFF			
MANAGEMENT			
CONSULTANTS			

PARTNERS			
SALARY & WAGES TOTAL			

STAFF EXPENSES

DESCRIPTION	2020	2021	2022
SOCIAL SECURITY			
BENEFITS			
HOLIDAY PAY			
OTHER			
OTHER			
STAFF EXPENSES TOTAL			

VIII. IMPLEMENTATION EXPENSE

One-Time Expenses, Fixed Assets, Etc.

START-UP EXPENSES

DESCRIPTION	2020	2021	2022
START-UP EXPENSES TOTAL			

1