

The CEO Plan

Create Every Opportunity — One Page at a Time

1. Business Name & Description

What's your business called, and what do you do? Example: "KandyCo Vending – We provide fresh snacks and cold drinks for schools and offices."

2. Your Mission

Why does your business exist? What's your purpose or goal? Example: "To make convenience accessible while promoting local products and great service."

3. Your Target Customer

Who are you serving? Describe your ideal customer. Age range: _____ Location: _____
Interests or needs: _____

4. The Problem You Solve

What problem or need does your business fix? Example: "Most people don't have easy access to healthy snacks during the workday."

5. Your Product or Service

What are you selling? What makes it valuable or unique? List your main products or services below: _____

6. How You'll Make Money

How will you earn income? Product sales? Services? Subscriptions? Sponsorships?
Example: "Sell snacks and drinks in vending machines for a profit."

7. Startup Checklist

What do you need to get started? (Supplies, licenses, tools, funding, etc.)

8. Marketing Plan

How will people find out about your business? Social media: _____ Flyers /
Word of mouth: _____ Website or online store: _____

9. Financial Goals

What's your money goal for the first 3–6 months? Sales Target: \$_____ / month Profit
Goal: \$_____ / month

10. The CEO Pitch

One-sentence summary of your business: "I help _____ with _____ by _____."

■ Signed by: _____

■■ Date: _____