


BUSINESS PLAN

TEMPLATE

An abstract graphic design featuring a large black triangle on the left and a large orange triangle on the right, both pointing towards the center. The orange triangle is composed of two shades of orange, with a lighter shade at the top and a darker shade at the bottom.

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Summary

This business description is your opportunity to spend time crafting your company story. In this section you will want to include a description of the products and services you are offering as well as your company's operating structure.

Name of your business:

Logo:

Mission Statement:

What does you want to achieve and how will you do it? (Short and sweet one – two liner)

Core Values:

What products and services will your business offer?

Describe your business, how it solves problems for a certain group of people.

What is the problem your company is solving and how does it solve that problem?

Describe why the problem you are solving is worth solving? How many people are affected by this problem? How big is the broader industry? What is your company's solution to the problem and how does it differ from other solutions out there?

How will your company be organized?

Operating Structure - Identify the key employees at your business and how will they be structured?

Target Audience

In this section you will want to use information gathered from research, surveys, and interviews to create a fictionalized, generalized representation of your ideal customer.

Who is your target audience? What is their background and what are their responsibilities?

What challenges does your target audience face and how does your product/service solve these? What are their biggest goals and roadblocks? How can your company help?

What is the elevator pitch that you would give to convince your ideal customer that your product or service helps them?

Products and Services

Here you will want to describe all of the various product and service lines that you are planning on offering to your customers. You will also want to lay out the cost of these various products and services and your rationale behind the pricing structure.

Describe each of your products and services that you will be offering.

Describe your pricing model and the rationale behind it.

What competitive edge does your product(s) and service(s) have over your current competitors? Why is your product more valuable to a customer?

Competitors

In this section you will want to go into detail on the industry that your business fits into and what competitors already exist that you will have to differentiate yourself from.

List and descriptions of current competitors:

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SWOT Analysis:

Identify the strengths, weaknesses, opportunities and threats of your competitors.

Strength:

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Weaknesses:

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Opportunities:

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Threats:

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Marketing and Sales

Coming up with a great product or service isn't going to be enough to convince investors to back you. In this section you will want to show how you have thought about marketing and sales for your company and how you plan on executing on this strategy.

Give a detailed overview of your marketing plan.

What will your main channels be for acquiring customers to start and how did you come to these decisions?

What is your company's growth plan for the next 2-5 years?

What are your customer acquisition goals per month or quarter? What other metrics are you using to determine growth (website traffic, downloads, brand mentions) and how will you measure and reach these?

How do you plan to sell to your customers?

What processes will you be using for closing your sales? Are you going to be using direct sales, indirect sales, cold calling, bots, etc? How will you support these efforts with your employees and systems?

What is your internal marketing and sales structure?

Who will be in charge of the marketing and sales teams? How will you ensure the two teams work together rather than against? Which distribution channels and responsibilities will fall under which teams?

Financial Plan

In this section you will have the opportunity to communicate to the reader what funding your company will need in order to make your vision a reality. You will explain the financial projections and justify your funding ask.

What funding does your company need this year?

How will you be raising funding? Are you working with an incubator or accelerator partner? Will you be taking out any loans? Will you be using your own money?

What are your financial projections for the year?

What revenue are you anticipating earning in your first year? What costs will you incur in order to get to this goal? If you won't be making a profit in year one how will your business be profitable in the long term?

Goal Planning

In order for investors to feel confident backing your company they will need to know that you have explicit metrics you are trying to hit in order to determine a success. These metrics will not only build confidence with investors but also provide a goal for you to work towards everyday.

How will your business measure success in the coming year?

What are the biggest roadblocks your company is facing in the next year?

How do you plan to tackle these obstacles and prevent them from holding you back?

Appendix