

 IDENTITY	
 PROBLEM WORTH SOLVING	 OUR SOLUTION
 TARGET MARKET	 THE COMPETITION
 SALES CHANNELS	 MARKETING ACTIVITIES
 REVENUE	 EXPENSES & COSTS
 MILESTONES	
 TEAM AND KEY ROLES	 PARTNERS AND RESOURCES

<p> IDENTITY</p> <p>Describe your business in one sentence. What do you do and who do you do it for? For example, a bike shop's identity might be: "We offer high-quality biking gear for families and regular people, not just gearheads."</p> <p>Your identity is what sets you apart from the competition. It's how you define who you are as a business.</p>	
<p> PROBLEM WORTH SOLVING</p> <p>Describe the problems that your potential customers have. Why do they need your products or services?</p>	<p> OUR SOLUTION</p> <p>What is your product or service? Describe it here and how it solves your customer's problem.</p>
<p> TARGET MARKET</p> <p>Who are your customers? Describe your ideal customer here and, if you know, how many of them there are.</p>	<p> THE COMPETITION</p> <p>What other products and services do your potential customers use today to solve their problems? How are you better than the competition?</p>
<p> SALES CHANNELS</p> <p>Describe how you will sell to your customers. Will you sell directly to them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here.</p>	<p> MARKETING ACTIVITIES</p> <p>What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here.</p>
<p> REVENUE</p> <p>What are your primary revenue streams? Don't worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue.</p>	<p> EXPENSES & COSTS</p> <p>List your major expenses here. There's no need to go into a lot of detail in the early stages. Just list the areas that you expect to spend the most money on.</p>
<p> MILESTONES</p> <p>List the your primary goals and objectives that you hope to achieve over the next few months. What do you need to get done to take your business from idea to reality?</p>	
<p> TEAM AND KEY ROLES</p> <p>If you have business partners or need to hire key people to help you launch the business, list those people and positions here.</p>	<p> PARTNERS AND RESOURCES</p> <p>Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here.</p>



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If your students create their Pitch in LivePlan, they can:

- Create a visual summary of their business pitch within minutes, including financial charts.
- Quickly refine their business model and validate assumptions.
- Easily and securely share their Pitch with their peers and instructor as a one-page plan or PowerPoint pitch deck.

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The screenshot shows a LivePlan pitch deck for "Garrett's Bike Shop". The deck includes a logo, a mission statement, a problem-solution section, a target market pie chart, a funding needed section, and sales/marketing activities.

Garrett's Bike Shop

We offer high-quality biking gear for families and regular people, not just gearheads.

Our Opportunity

Problem worth solving
It's hard to buy a good bike in this town without being an "insider" cycling expert.

Our solution
Garrett's is a snob-free zone where regular people can get top notch gear and expert advice.

Target Market

Segment	Percentage	Value
College students	43%	(\$22,346)
Young families	34%	(\$2,046)
Trail enthusiasts	12%	(\$3,346)
Parents 35-55	10%	(\$1,846)
Best	1%	(\$205)

Market size: \$23.8M

58K prospects

Competitors	How our solution is better
Local bike shops	Welcoming, family-friendly space
Big-box retailers	Higher quality gear and expert advice
Online retailers	Ability to test drive and local repair

Funding Needed \$150K

We will use this money to complete construction on our brick and mortar store and to supplement revenue for the first month.

Sales and Marketing

Sales channels
We sell bicycles and accessories directly to customers through our bike shop. We also sell via our online store and at special bike enthusiast events.

Marketing activities

1. Host social media pages and website
2. Partner with Travel Northwest
3. Attend outdoor enthusiast trade shows
4. Grand opening w/deals, contest, etc.
5. Advertise in local publications



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