**Startup**

**Business Plan**

**Your business slogan here.**

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## Executive Summary

The Executive Summary is one of the most important parts of the document. It's advisable to write this section last. Note that this section is the part that a prospective investor reads before reviewing the entire Startup Business Plan.

### Business Idea Overview

Provide a brief overview of your startup. The first paragraph should explain the business idea in one or two sentences.

### Products and Services

What are the major problems the startup would solve for target customers?

### Target Market

Provide a brief description of the target market you will be competing in. Here you will define your market, how large it is, and how much of the market share you expect to capture as a startup.

### The Opportunity

Describe the problem or pain points the target customers face and explain the importance of the startup.

### The Solution

Explain how the solution is your proposed product or service. Ensure the solution is unique and sets you apart from the competitors.

### Competition

Identify and take note of the direct and indirect competitors, with analysis of their pricing and promotional strategies, as well as an assessment of their competitive advantage.

**Main Competitors**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Sales** | **Market Share** | **Nature/Type** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### Operations

Give a brief description of the plan to implement all the above. Ensure this includes a description of the organizational structure and the expense and capital requirements for operation.

### Management Team

Who are the members of the management team? What do they bring to the table that provides a competitive edge?

### Risks and Opportunity

Explain why you are in business, along with the reasons why you will be able to take advantage of this opportunity.

### Financial Summary

If the business plan is for financial purposes, explain how much you want and how it makes the business profitable. Key numbers of the business and the assumptions include sales, profit, and loss.

**Income Statement Summary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Revenue** |  |  |  |  |  |
| Cost of Goods Sold |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |
| Total Expenses |  |  |  |  |  |
| **Income before Tax** |  |  |  |  |  |
| Less: Income Tax |  |  |  |  |  |
| **Net Income** |  |  |  |  |  |

**Balance Sheet Summary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Assets** |  |  |  |  |  |
| **Liabilities** |  |  |  |  |  |
| **Equity** |  |  |  |  |  |

### Capital Requirements

Clearly state the capital needed to start or expand your business. Summarize how much money has been invested in the business and how it is being used.

**Source of Funds:**

|  |  |  |
| --- | --- | --- |
| **Sources** | **Amount** | **Percentage** |
| Owner’s Contribution |  |  |
| Term Loan |  |  |
| New Equity Financing |  |  |
| **Total** |  |  |

**Use of Funds:**

|  |  |  |
| --- | --- | --- |
| **Category** | **Amount** | **Percentage** |
| Sales & Marketing |  |  |
| Capital Expenditures |  |  |
| G & A Expenses |  |  |
| Other |  |  |
| **Total** |  |  |

## 1. Business Startup Description

### 1.1 Mission Statement

A mission statement is a brief explanation of your company’s reason for being. Keep your mission statement to one or two sentences.

### 1.2 Company Philosophy and Vision

Write the values that the company lives by that may be imperative for your business philosophy. Explain the vision of your business. Note that the vision describes the long-term business outlook.

### 1.3 Industry Overview

Describe your industry and the factors that make it competitive. Answer questions like: is the industry growing, stable, or mature? What is the short- and long-term outlook of the industry? Ensure you explain how your business will take advantage of the industry trends and changes.

### 1.4 Legal Structure

Give details of the legal structure of the business. Explain whether it's a sole proprietorship, partnership, LLC, or corporation. Provide the necessary information about why you chose the business. Is there more than one owner? Explain the division of ownership. If there are investors, explain the of percentage shares each owns.

### 1.5 Business Startup Goals and Objectives

Explain the goals and objectives that you follow. They must be measurable with a timeframe.

## 2. Products/Services

This section expands in detail on the essential information about the products and services included in the Executive Summary and Business Startup Description.

### 2.1 Products/Services Description

Give details on what you sell and the manufacturing process. Consider including details of relationships with manufacturers, suppliers, and partners essential for product delivery.

### 2.2 Unique Features or Proprietary Aspects

Explain the unique value-added characteristics of your product line or service and how these value-added characteristics will, in turn, give your business a competitive advantage.

### 2.3 Problem Solved by Product/Service

List the market problems and how the product/service solves it in detail. Explain the benefits, features, and unique selling proposition.

### 2.4 Production

List the critical factors in the production of your product or delivery of the service. Specify and explain capital equipment, material, and labor requirements.

### 2.5 Product/Service Pricing

Describe the pricing, subscription, or fee of the product/service. In terms of pricing, explain how the product/service fits into the competitive landscape.

## 3. The Market

This section gives important details on the business's industry. It includes the competitive landscape, the target market of the business, and how to market to the customers.

### 3.1 Industry Analysis

Describe the industry in which you will compete. Potential stakeholders or investors and loan officers should understand the dynamics, problems, and opportunities driving your industry.

### 3.2 Market Analysis

Describe the total size of your industry, the trends in the industry (is it growing or shrinking), the size of your target market, and what share is realistic for you to obtain.

### 3.3 Competitor Analysis

Give a detailed description of the type(s) of competition affecting your business (product/service competition or business model, or competition based on specific attributes such as price, quality, features, etc.). This section should provide a SWOT analysis.

#### Competitive Analysis Table

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FACTOR** | **Company** | **Strength** | **Weakness** | **Comp. A** | **Comp. B** | **Comp. C** | **Importance to Customer** |
| Products |  |  |  |  |  |  |  |
| Price |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| Selection |  |  |  |  |  |  |  |
| Service |  |  |  |  |  |  |  |
| Reliability |  |  |  |  |  |  |  |
| Stability |  |  |  |  |  |  |  |
| Expertise |  |  |  |  |  |  |  |
| Company Reputation |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |
| Sales Method |  |  |  |  |  |  |  |
| Credit Policies |  |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |  |
| Image |  |  |  |  |  |  |  |

#### Competitive Advantage and Comparative Evaluation

After filling in the competitive analysis table, provide a short description of your competitive advantage, and the disadvantages of the startup and competitors.

## 4. Marketing & Sales

### 4.1 Introduction

Go into detail about the company's marketing plan. Describe the target customer, target market segments, and how you plan to achieve this (e.g., through retail, mail order, multi-level marketing, the Internet) and the period for capturing a specific percentage.

### 4.2 Market Segmentation Strategy

Explain your strategy for each segment you have described in section 3.2.

### 4.3 Targeting Strategy

Identify your target customer group and create a demographic profile for each group that includes age, gender, income, location, and education. Identify the targeting strategy to implement.

### 4.4 Positioning Strategy

Describe the strategy you will use to position your product vis-à-vis competitors.

### 4.5 Product/Service Strategy

Describe how your product/service has been designed and tailored to meet the needs of your target customer and how it will compete in your target market.

### 4.6 Pricing Strategy

Explain how your startup sets prices and how the pricing strategy is effective for target customers.

### 4.7 Distribution Channels

Provide a brief description of the distribution channels and why they are effective.

### 4.8 Promotion Strategy

How do you plan to increase product awareness among customers?

### 4.9 Sales Strategy

Give a breakdown of how and where to sell products and services.

### 4.10 Sales Forecasts

Prepare a month-by-month sales forecast for a projected 12-month period.

## 5. Development

### 5.1 Development Strategy and Timeline

Explain what factors need to come together to make your concept work and the length of time of your strategy.

|  |  |  |  |
| --- | --- | --- | --- |
| **Timeline** | **[Strategy 1]** | **[Strategy 2]** | **[Strategy 3]** |
| Less than 6 months |  |  |  |
| 12 months |  |  |  |
| 12+ months |  |  |  |

### 5.2 Development Expenses

For each development strategy, list the potential amount of expenses that will incur.

## 6. Management

### 6.1 Company Organization

Describe how your business will be organized legally and physically.

### 6.2 Management Team Biographies

Include short biographies of the owner/s and major employees. Describe the background (experience, skills etc.) of the principal managers; explain their role, duties or responsibilities.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Position** | **Age** | **Shares %** |
|  | President |  |  |
|  | VP Sales & Marketing |  |  |
|  | VP Finance |  |  |
|  | VP Operations |  |  |
|  | VP R & D |  |  |
|  | Controller |  |  |
|  | Corporate Attorney |  |  |

### 6.3 Organizational Chart

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

**TITLE**

Fill in the organizational chart above or insert your business personnel. Show the management hierarchy and who is responsible for key functions. Also, explain the management style.

### 6.4 Professional and Advisory Support

List the members of the professional and advisory support team.

### 6.5 Board of Advisors

Provide the background for each listed member of the advisory support team.

|  |  |
| --- | --- |
| **Member** | **Background** |
| [Ex: Attorney] |  |
| [Ex: Accountant] |  |
| [Ex: Board of Directors] |  |
|  |  |
|  |  |

## 7. Operations

### 7.1 Production

Explain your methods of production or how you deliver your service (production techniques and cost, quality control and customer service).

### 7.2 Quality Control

Give a detailed breakdown of the applicable control procedures to maintain consistency.

### 7.3 Location

Provide details of business location. Expand on necessary information like:

* Location size
* Zoning restrictions
* Accessibility to customers
* Type of building
* Utilities

### 7.4 Legal Environment

Describe the elements that apply to your business (permits, licensing, trademarks, copyrights, patents etc.).

### 7.5 Personnel

Describe your labor force. Indicate the number of employees, the type of labor, quality of existing staff, training methods and requirements, and the pay structure.

### 7.6 Inventory

Explain how you will manage your inventory (kind of inventory, rate of turnover, season buildups, lead time).

### 7.7 Suppliers

List the key suppliers and include their names, addresses, websites, and reliability. Complete the table below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Address/Website** | **Terms** | **Product/Service** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### 7.8 Credit Policies

If you plan to sell to some customers on credit, provide the necessary information regarding your credit policies.

**ACCOUNTS RECEIVABLE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Current** | **30 Days** | **60 Days** | **90 Days** | **+90 Days** |
| **Accounts Receivable Aging** |  |  |  |  |  |  |

**ACCOUNTS PAYABLE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Total** | **Current** | **30 Days** | **60 Days** | **90 Days** | **+90 Days** |
| **Accounts Payable Aging** |  |  |  |  |  |  |

## 8. Financials

### 8.1 Startup Costs

Identify all the costs associated with starting the business.

|  |  |  |
| --- | --- | --- |
| **STARTUP COSTS**  © Copyright Biztree Inc. 2010. All rights reserved. Protected by the copyright laws of the United States & Canada and by international treaties. IT IS ILLEGAL AND STRICTLY PROHIBITED TO DISTRIBUTE, PUBLISH, OFFER FOR SALE, LICENSE OR SUBLICENSE, GIVE OR DISCLOSE TO ANY OTHER PARTY, THIS PRODUCT IN HARD COPY OR DIGITAL FORM. ALL OFFENDERS WILL BE SUED IN A COURT OF LAW. | **ACTUAL** | **BUDGETED** |
| Accounting Services |  |  |
| Advertising and Promotion for Opening |  |  |
| Architectural Design |  |  |
| Cash |  |  |
| Decorating |  |  |
| Deposits for Utilities |  |  |
| Equipment |  |  |
| Estimated Taxes |  |  |
| Headhunting or Other Hiring Costs |  |  |
| Installation of Equipment |  |  |
| Insurance |  |  |
| Legal Costs |  |  |
| Licenses and Permits |  |  |
| Moving |  |  |
| Office Supplies |  |  |
| Print Design |  |  |
| Printing |  |  |
| Remodeling, Buildout |  |  |
| Rent Deposits |  |  |
| Salaries |  |  |
| Signs |  |  |
| Software |  |  |
| Starting Inventory |  |  |
| Unanticipated Expenses |  |  |
| Vehicles |  |  |
| Website |  |  |
| Other |  |  |
| **Total Startup Costs** |  |  |

### 8.2 Income Statement / 12-Month Profit & Loss Projection

The Income Statement is a financial statement that reveals whether or not a business has earned a profit or has suffered a loss during a specified period. Complete the Income Statement below.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Last Year** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Revenue** |  |  |  |  |  |  |
| Cost of Goods Sold |  |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |  |
| Operating Costs |  |  |  |  |  |  |
| Finance & Admin |  |  |  |  |  |  |
| Sales & Marketing |  |  |  |  |  |  |
| Total Expenses |  |  |  |  |  |  |
| **Income before Tax** |  |  |  |  |  |  |
| Less: Income Tax |  |  |  |  |  |  |
| **Net Income** |  |  |  |  |  |  |

### 8.3 Projected Balance Sheet

The balance sheet is a "snapshot" of what you own and what you owe on a specific date. Complete the balance sheet below.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Last Year** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Assets** | | | | | | |
| Current assets |  |  |  |  |  |  |
| Long-term assets |  |  |  |  |  |  |
| Other assets |  |  |  |  |  |  |
| **Total Assets** |  |  |  |  |  |  |
| **Liabilities** | | | | | | |
| Current liabilities |  |  |  |  |  |  |
| Long-term liabilities |  |  |  |  |  |  |
| **Total Liabilities** |  |  |  |  |  |  |
| **Equity** | | | | | | |
| Owner’s capital |  |  |  |  |  |  |
| Retained earnings |  |  |  |  |  |  |
| (Less: Dividends) |  |  |  |  |  |  |
| Others |  |  |  |  |  |  |
| **Total Equity** |  |  |  |  |  |  |
| **Total Liabilities**  **& Equity** |  |  |  |  |  |  |

**DEBT SCHEDULE TABLE**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Original Amount** | **Issuance Date** | **Present Balance** | **Interest Rate** | **Maturity Date** | **Monthly Payment** | **Security** | **Current/ Past Due** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

### 8.4 Cash Flow

A cash flow statement identifies monthly inflows and outflows of cash. It reveals whether a company will have enough money to meet its needs on a monthly basis. Complete the Cash Flow Statement below.

|  |  |  |
| --- | --- | --- |
| **Yearly Cash Flow Forecast** | | |
|  | **Last Year** | **This Year** |
| Cash Inflow/Outflow from Operating Activities |  |  |
| Cash Inflow/Outflow from Investing Activities |  |  |
| Cash Inflow/Outflow from Financing Activities |  |  |
| Net Increase in Cash |  |  |
| Beginning Cash |  |  |
| **Ending Cash** |  |  |

### 8.5 Break-Even Analysis

Provide a calculation for the break-even point in dollars and units for the business. Include all assumptions upon which your break-even calculation is based.

|  |  |
| --- | --- |
| **Break-Even Analysis Summary** | |
|  | **Amount** |
| Variable Cost per Unit |  |
| Fixed Cost (Total) |  |
| Expected Sales (in Units) |  |
| Price (per Unit) |  |
| **Total Revenue** |  |
| Total Variable Costs |  |
| **Profit** |  |
| **Profit by Unit Sold** |  |

### 8.6 Financial History and Analysis

Complete the financial and ratios spreadsheet below.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | |  |  | **Period 1** | | | | **Period 2** | | **Variation** | |
| **Profitability Ratios** | | |  |  |  | | | |  | |  | |
|  | | |  |  |  | | | |  | |  | |
| **Gross profit margin** | | | *Gross Profit* |  |  | | | |  | | 0,00% | |
|  | | | *Sales* |  |
|  | | |  |  |  | | | |  | |  | |
| **Operating profit margin** | | | *Operating Income* |  |  | | | |  | | 0,00% | |
|  | | | *Sales* |  |
|  | | |  |  |  | | | |  | |  | |
| **Net profit margin** | | | *Net Income* |  |  | | | |  | | 0,00% | |
|  | | | *Sales* |  |
| **Liquidity Ratios** | | |  |  |  | | | |  | |  | |
|  | | |  |  |  | | | |  | |  | |
| **Current ratio** | | | *Current Assets* |  |  | | | |  | | 0,00% | |
|  | | | *Current Liabilities* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Quick ratio** | | | *Current Assets - Inventory* |  |  | | | |  | | 0,00% | |
|  | | | *Liabilities* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Operating Ratios** | | |  |  |  | | | |  | |  | |
|  | | |  |  |  | | | |  | |  | |
| **Inventory turnover ratio** | | | *Cost of Goods Sold* |  |  | | | |  | | 0,00% | |
|  | | | *Inventory* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Sales to receivables ratio** | | | *Net Sales* |  |  | | | |  | | 0,00% | |
|  | | | *Net Receivables* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Times interest earned** | | | *Profit before Interest and Taxes* |  |  | | | |  | | 0,00% | |
|  | | | *Total Interest Charges* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Return on assets** | | | *Net Income before Taxes* |  |  | | | |  | | 0,00% | |
|  | | | *Total Interest Charges* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Return on equity** | | | *Net Income* |  |  | | | |  | | 0,00% | |
|  | | | *Net Worth at Beginning of Period* |  |  | | | |  | | 0,00% | |
|  | | |  |  |
| **Solvency Ratios** | | |  |  |  | | | |  | |  | |
|  | |  | |  | | |  |  | |  | |
| **Debt to worth ratio** | *Total Liabilities* | | |  | |  | |  | | 0,00% | |
|  | *Net Worth* | | |  | |  | |  | | 0,00% | |
|  |  | | |  | |
| **Working capital** | Current Assets - Current Liabilities | | |  | |  | |  | | 0,00% | |

## 9. Offering/Funding Request

### 9.1 Offer

Explain your funding request. It should include amount needed, structure of the deal, interest, collateral, anticipated return, ownership willing to give, etc. Sell the advantages of your proposal to the investor.

### 9.2 Capital Requirements

Clearly state the capital needed to start or expand your business. Describe why you need the funds and how both parties will benefit from the opportunity.

### 9.3 Risk/Opportunity

Explain how you have taken into consideration the risk involved in starting or expanding your venture.

### 9.4 Valuation of Business

Indicate the value of the business and how you determine this value.

### 9.5 Exit Strategy

Indicate the strategy you will follow should investors decide or need to cash out (end their involvement and recoup their investment).

## 10. Implementation

### 10.1 Year 1

Summarize the key tasks to be completed during the first year of your Startup Business Plan. Be short and concise.

|  |
| --- |
| Goal 1: |
| Goal 2: |
| Goal 3: |
| Goal 4: |
| Goal 5: |

### 10.2 Subsequent Years

Explain the implementation of the business plan for subsequent years. Focus on strategic tasks.

|  |
| --- |
| Goal 1: |
| Goal 2: |
| Goal 3: |
| Goal 4: |
| Goal 5: |

### 10.3 Contingency Plan

Explain the contingency measures in the case of the plan going astray for internal or external reasons.