

The Altar Lean Business Plan Template for Startups

This template was made by Altar.io – an award-winning product and software development company ([click here to read more](#)).

Summary

_____ [Startup Name] intends to offer _____ [product/service] for _____ [target customers]. Our team has been working in our _____ [industry] for _____ [x number of years] and have seen/experienced/etc. The problem our _____ [target customers] face and believe our _____ [product/service] will provide the best solution possible.

Problem

_____ [the task your target market wants to complete] can be difficult _____ [target customers] to complete their goals because of _____ [list hurdles your customers face].

Solution

Our _____ [product/service] intends to solve our users problem by _____ [outline how your solution will solve the problem].

Target Market

Our _____ [product/service] will focus on the following target customers:

- _____ [e.g. businesses selling online]
- _____ [e.g. families with young children]
- _____ [e.g. young professionals living in the city]

- _____ [e.g. millennials saving for a house]

Competitors

Currently, there are _____ [number of solutions] on the market:

- _____
- _____
- _____
- _____

However, we feel that the current solutions do not properly provide our target market with the ideal solution.

Unique Value Proposition

Unlike the current solutions on the market, _____[product/service] will _____[explain the benefits of your product/service and how they differ from competitors.]

We feel that _____[product/service] is better than the current market offering(s) because _____[state the reasons your product is a better option].

Marketing Activities

Our message to our target market is _____[message defining why your solution will be 10x better than what's out there already].

To reach our target market, we plan to use the following media channels:

- _____
- _____
- _____
- _____

Revenue

We will generate revenue for _____[startup name] using the following methods:

- _____ [e.g. subscription service]
- _____ [e.g. direct, one-off sale]
- _____ [e.g. selling advertising space on the app/platform]

We forecast that we should be able to generate _____[x dollars] from these revenue streams.

Expenses

We expect to incur the following key expenses launching _____[startup name]:

- _____ [e.g. employees]
- _____ [e.g. rent of physical office space]
- _____ [e.g. specific software needed by the team]
- _____ [e.g. third part contractors]

We estimate that we'll spend _____[x dollars] in total.

Schedule and Milestones

To achieve a successful launch, we need to complete the following tasks by the deadlines assigned to each:

- _____ [milestone, person responsible for, deadline date]
- _____ [milestone, person responsible for, deadline date]
- _____ [milestone, person responsible for, deadline date]
- _____ [milestone, person responsible for, deadline date]

Team

- _____ [e.g. Johnny Excelsior, CEO]
- _____ [e.g. Allie Techerson, CTO]
- _____ [e.g. Tony Leadcount, CMO]
- _____ [e.g. Barbara Closer, Head of Sales]

Who Are Altar?

Altar.io is an award-winning product and software development company.

Formed by ex-startup founders, we know how to bring new innovative products to market. The startup ecosystem is in our DNA.

At our core, we design and build high-quality, user-centric software products for entrepreneurs and business leaders. But our entrepreneurial experience also allows us to add extra layers of value. We're closer to an extended team of co-founders than a supplier.

This work means we have an enviable track record of helping two-thirds of our clients achieve VC funding in an ecosystem where only ~0.05% of startups ever see that landmark.

[Click here](#) to see some of the startups we've helped bring to life.