

Business Plan Template for a Startup

CONFIDENTIAL

Your Company Name Here

[Your tagline]

Business Plan

(Date)

Contact Information

Company name

Address

City, state, ZIP

Business phone

Website URL

Email address

I. Executive Summary

(Pro-Tip: Write down the executive summary after you've completed the rest of the business plan.)

Mission Statement

(INSTRUCTIONS: Describe very briefly why your business needs to exist. What problem do you solve for your customers?)

Product/service information

(INSTRUCTIONS: Describe briefly about your product or service and what problems would it be solving for the customers.)

Target audience

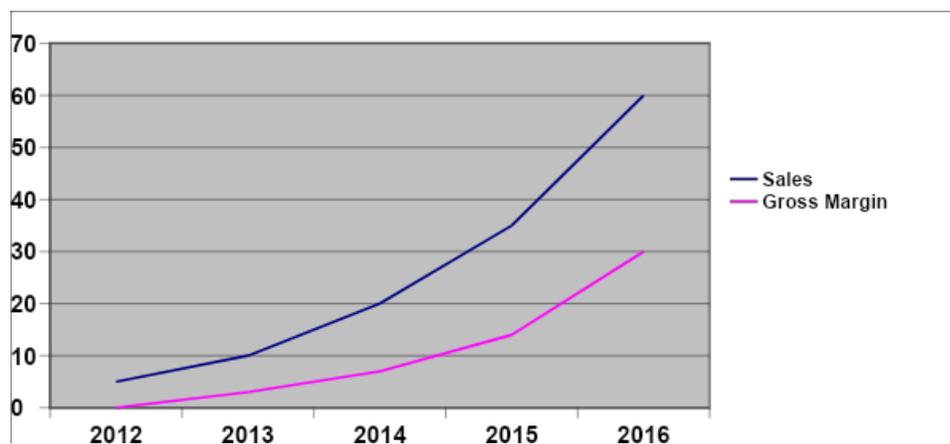
(INSTRUCTIONS: Describe your target customer or market segments.)

Competition

(INSTRUCTIONS: Summarize your key competition)

Financial projections

(INSTRUCTIONS: Write a brief overview of your financial projections – cashflow, profit & loss, and break-even point.)



Next Steps

(INSTRUCTIONS: Write a brief overview how much do you plan to sell in the next year? What are your long-term sales goals?)

Vision statement

(INSTRUCTIONS: Write briefly what values does your business live by? Honesty, integrity, fun, innovation and community are values that might be important to your business philosophy.)

II Business Overview

Business Name	
When & Where It Was Formed?	
Problem Statement	
Solution we provide	
Market Opportunity	1. 2. 3.
Key hires	
Industry/ Competitors	1. 2. 3.
Legal Structure/ Ownership	

III. Products/Service Information

Product/ Service Description	
Benefits	
Unique Features	
Technology being used to build the product	
Production and Delivery	
Cost of Production	
Future Plans on product development	

IV. Market/Industry Analysis

Overview of the industry

[INSTRUCTIONS: Provide a brief summary about the industry.]

Projected position for the future

[INSTRUCTIONS: Describe your startup's projected future position.]

Potential target audience

[INSTRUCTIONS: Describe who your potential customers are.]

Direct competitors

[INSTRUCTIONS: In the following table, detail information regarding where your company stands in relation to all your competitors.]

	[Your Company Name]	[Competitor A]	[Competitor B]	[Competitor C]
Sales				
Net Profit (Loss)				
Market Share				

V. Competitive Analysis

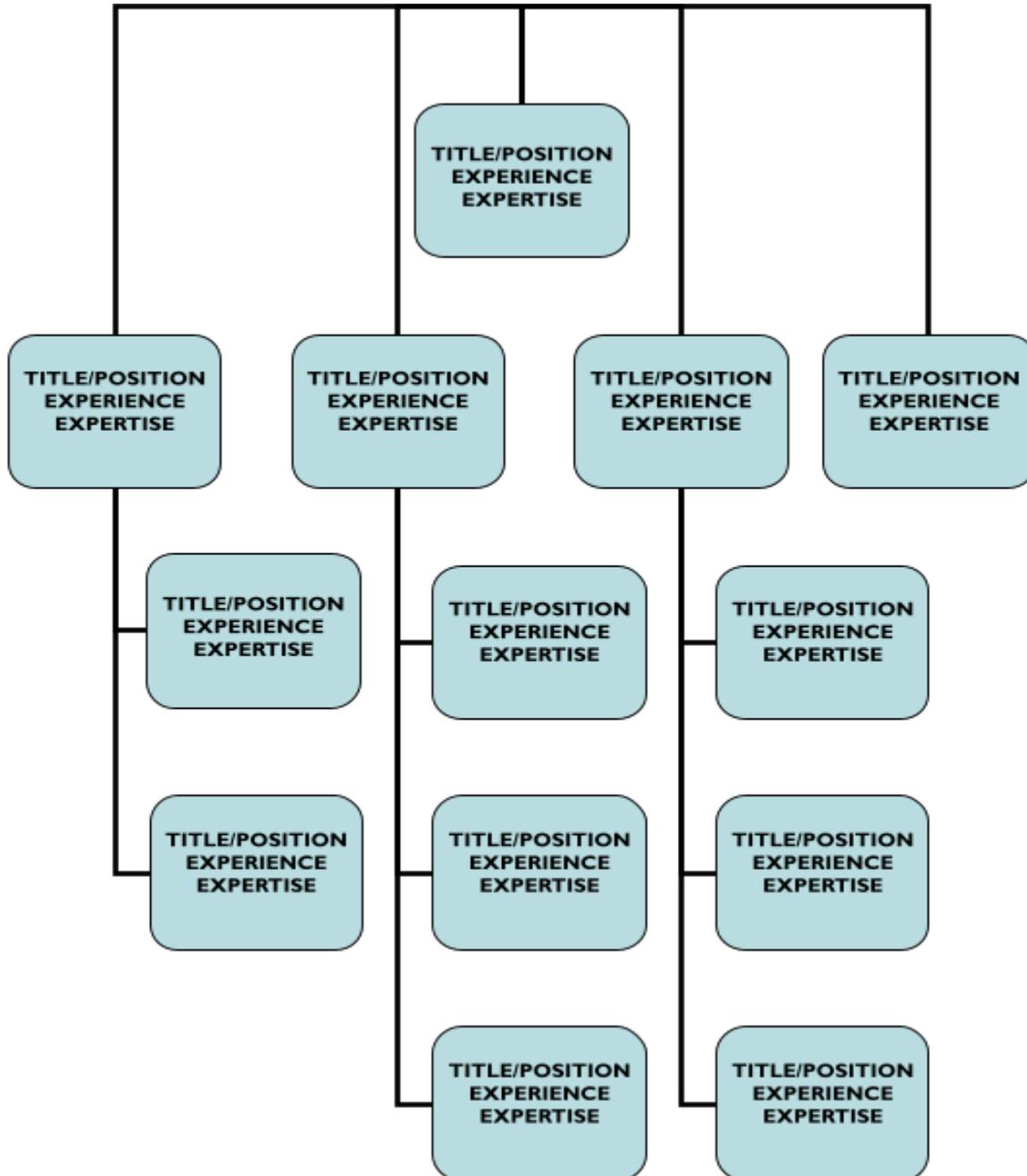
FACTOR	(You)	Competitor A	Competitor B	Competitor C
Products				
Price				
Revenue				
Customer Base				
Stage of Growth				

VI. Marketing & Sales

[INSTRUCTIONS: Describe your strategy for reaching out to the customers. Present a marketing budget for all the planned activities and the ROI you expect from the same. You can present the key geographic locations you will introduce your product in and how would you acquire customers there? What digital media will you use? Will you have a sales team in that geography? Which acquisition channel do you think will work to scale your business in each of the geographies you are targeting? How do you plan to raise awareness for your brand, etc.]?

VII. Team Overview

[INSTRUCTIONS: Describe how your organization will be structured from the top down.]



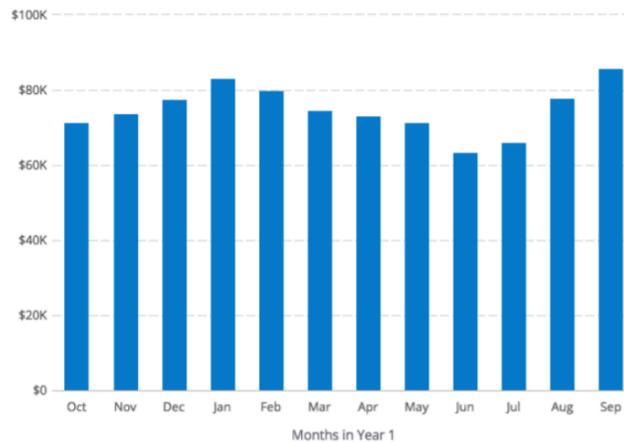
VIII. Fiscal Plan & Projections

Key Assumptions

(INSTRUCTIONS: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research? What kind of growth are you assuming?)

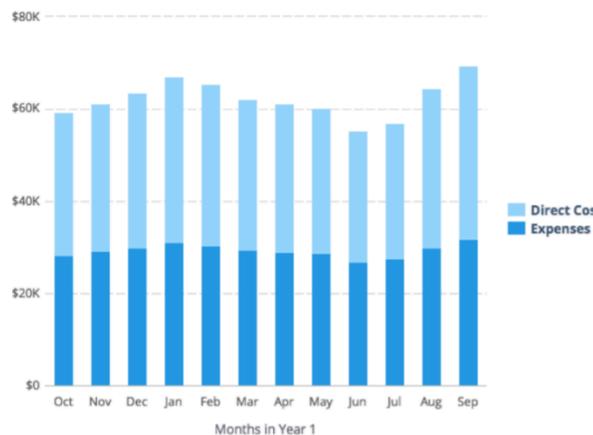
Revenue by Month or Year

(INSTRUCTIONS: Include a chart that shows your projected revenue. Image only for reference)



Expenses by Month or Year

(INSTRUCTIONS: Include a chart that shows your projected business expenses. Image only for reference)



Net Profit (or Loss) by Year

(INSTRUCTIONS: Include a chart that shows your projected expenses.)

Statements

Projected Profit & Loss

(INSTRUCTIONS: Provide a summary of your financial forecast here.)

	FY2018-19	FY2019-20	FY2020-21
Revenue			
Direct Costs			
Gross Margin			
Operating Expenses <ul style="list-style-type: none">• Salary• Employee-Related Expenses			
Total Operating Expenses			
Interest Incurred			
Depreciation and Amortization			
Income Taxes			
Total Expenses			
Net Profit			

Note: You can also include your startup's balance sheet in this section.

Sources of Funds

(INSTRUCTIONS: Use this space to describe your financing plans. Describe how much money you would require at each stage of your business and how do you plan to raise funding? What other types of funds — personal or business loans, equity investments from others, etc. — do you expect to receive and when?)

*Remember to go back, and complete the **Executive Summary** section.