

YOUR COMPANY NAME

Startup Business Plan

COMPANY TAGLINE

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Executive Summary

Give a brief overview of your business plan.

Mission

Vision

The Product

The Leadership

The Overall Industry

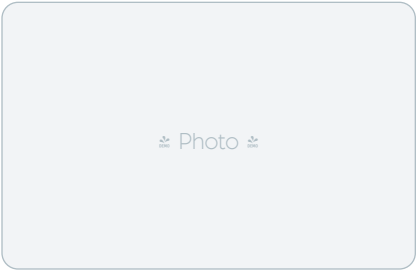
The Competitors

Financial Status

Future Plans

The Organization

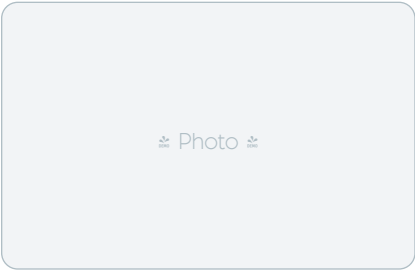
Introduce your leadership team and key roles.



Name

Title

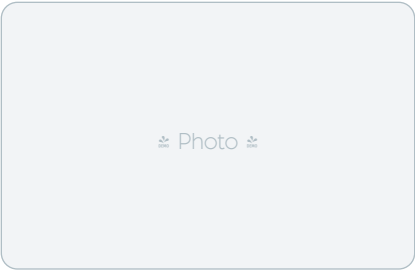
Background & Achievements



Name

Title

Background & Achievements



Name

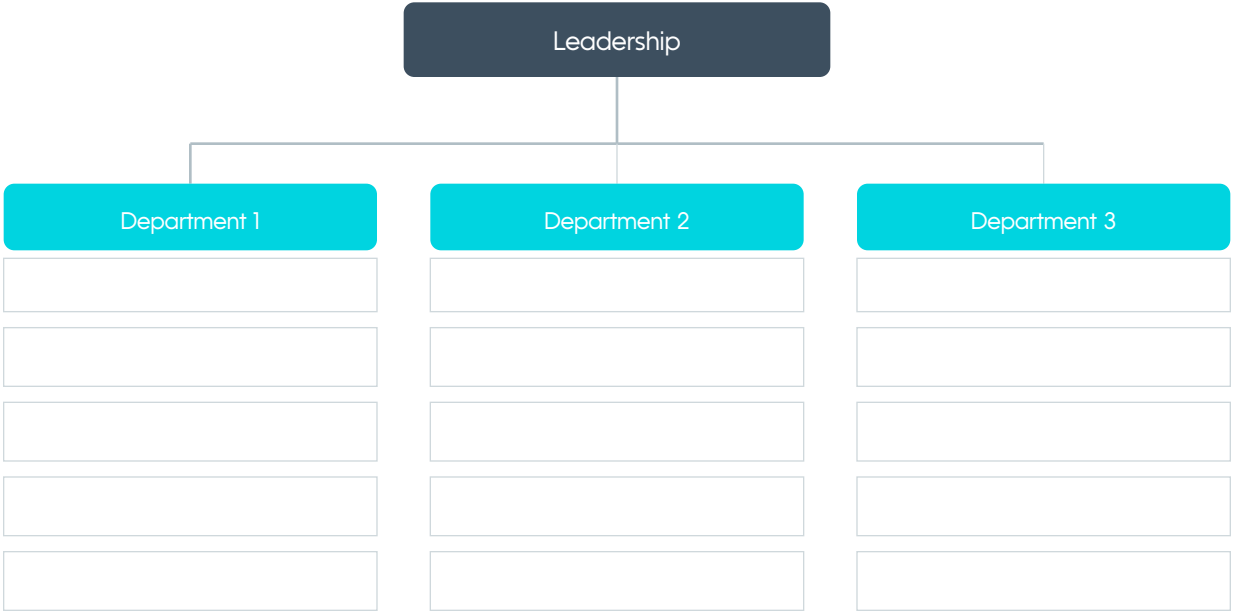
Title

Background & Achievements

The Organization

Map out your organizational structure.

Use this space to outline your organizational structure, departments, and reporting lines.



Business Description

Describe what your business does in detail.

Business Name

Explain in detail what the business does. What is the main product or service?
How does it work? What type of customers are you trying to reach?
How is it new or different from others in the field?

Growth & Expansion Opportunities

Product List

List your main products or services with pricing.

Product 1

Price

Description

Product 2

Price

Description

Product 3

Price

Description

Product 4

Price

Description

Industry Background

Provide context on the market you operate in.

Your Industry / Market

Describe the broader industry: its size, characteristics, history, trends, and outlook.

Market Gap Your Business Will Fill

Competitor Analysis

Evaluate your competition with a SWOT analysis.

Identify key competitors, their strengths and weaknesses, and your market opportunities.

Competitor Name

Strengths

Weaknesses

Opportunities

Threats

Additional Competitor Notes

Market Analysis

Define who your ideal customer is.

Detail your target market. Consider demographics, geography, behavior, and psychographics.

Ideal Customer Persona

Name

Age / Role / Location

Bio

Goals

Challenges

Likes

Dislikes

Marketing Plan

How you will reach and convert your audience.

Outline your marketing and sales strategy. How will you reach your audience and drive conversions?

Sales Approach

What Makes You Different?

The 4Ps of Marketing

Map out your complete marketing mix.

Product

The brand, its features, its packaging

Price

Discounts, bundles, credit terms

Promotion

Ads, social media, email, video, search

Place

Physical stores, website, marketplace

Financial Plan

Show investors how the money works.

Capital Requirements

Break down how you plan to use investment capital.

Category	Value (\$)	Percentage
Research & Development	<input type="text"/>	<input type="text"/>
Marketing & Advertising	<input type="text"/>	<input type="text"/>
Daily Operations	<input type="text"/>	<input type="text"/>
Salaries & HR	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>
TOTAL	<input type="text"/>	<input type="text"/>

Financial Outlook

Project your financial performance. When will investors see a return?

Metric	Year 1	Year 2	YOY Change
Revenue	<input type="text"/>	<input type="text"/>	<input type="text"/>
Expenses	<input type="text"/>	<input type="text"/>	<input type="text"/>
Profit	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dividend*Share	<input type="text"/>	<input type="text"/>	<input type="text"/>

Future Plans & Milestones

Map out your long-term milestones.

Dream big. Map out expansion projects, new offerings, major partnerships, and your industry impact.

Year

Milestone 1

Year

Milestone 2

Year

Milestone 3

Year

Milestone 4

YOUR COMPANY NAME

Contact us
for further
inquiries

Email

Phone

Website

