

Startup Business Plan Template

Business Information

Business Name:

Tagline:

Industry:

Website:

Business Structure:

☐ Sole Proprietorship

☐ LLC

☐ Corporation

☐ Partnership

☐ Other: _____

Prepared By:

Date: _____

1. Executive Summary

Provide a one-page overview of your business.

Business Overview

- What does your company do?
- What problem does it solve?
- Who are your customers?

Mission Statement

Vision Statement

Business Goals

Next 12 Months

- ---
- ---
- ---

Next 3 Years

- ---
- ---
- ---

Funding Needed

Amount Requested:

\$

How the funds will be used:

Category	Amount
Product Development	
Marketing	
Equipment	
Hiring	
Working Capital	
Other	

2. Company Description

Business Concept

Describe what your company does.

Problem

What customer problem exists?

Solution

How does your business solve it?

Competitive Advantage

Why is your solution better?

- Unique feature
 - Better pricing
 - Better customer experience
 - Faster service
 - Technology
 - Expertise
-

3. Products & Services

List each product or service.

Product/Service	Description	Price

Future products or expansion:

4. Target Market

Ideal Customer

Age:

Location:

Income:

Occupation:

Industry:

Business Size (if B2B):

Other Characteristics:

Customer Pain Points

- ---
 - ---
 - ---
-

Customer Benefits

- ---
 - ---
 - ---
-

5. Market Analysis

Industry Overview

Industry Size:

Annual Growth Rate:

Current Trends:

Competitor Analysis

Competitor	Strengths	Weaknesses	Opportunity

SWOT Analysis

Strengths

- ---
- ---

Weaknesses

- ---
- ---

Opportunities

- ---

- _____

Threats

- _____
- _____

6. Business Model

How does the business make money?

- ☐ Product Sales
- ☐ Subscription
- ☐ SaaS
- ☐ Consulting
- ☐ Services
- ☐ Licensing
- ☐ Marketplace
- ☐ Advertising
- ☐ Other

Revenue Streams

Revenue Source	Monthly Goal

7. Marketing Strategy

Brand Positioning

Marketing Channels

- ☐ SEO
 - ☐ Google Ads
 - ☐ Facebook Ads
 - ☐ Instagram
 - ☐ LinkedIn
 - ☐ Email Marketing
 - ☐ TikTok
 - ☐ YouTube
 - ☐ Partnerships
 - ☐ Referrals
 - ☐ Events
 - ☐ Public Relations
 - ☐ Other
-

Customer Acquisition Strategy

How will customers discover your business?

Sales Funnel

1. Awareness
 2. Interest
 3. Consideration
 4. Purchase
 5. Repeat Customer
 6. Referral
-

8. Operations Plan

Location:

Technology Used:

Equipment Needed:

Suppliers:

Daily Operations:

9. Team

Founder

Name:

Experience:

Responsibilities:

Key Team Members

Name	Position	Responsibilities

Advisors

Name	Expertise

10. Milestones

Date	Milestone

11. Financial Plan

Startup Costs

Item	Cost
Equipment	
Software	
Inventory	
Legal	
Marketing	
Insurance	
Office	
Working Capital	
Other	

Total Startup Cost

\$ _____

Monthly Expenses

Expense	Amount
Payroll	
Rent	
Marketing	
Software	
Insurance	
Utilities	
Miscellaneous	

Total Monthly Expenses:

\$ _____

Revenue Forecast

Year 1

Month	Revenue
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Three-Year Projection

Year	Revenue	Expenses	Profit
Year 1			
Year 2			
Year 3			

Break-Even Analysis

Monthly Fixed Costs:

\$ _____

Average Gross Margin:

_____ %

Estimated Break-Even Revenue:

\$ _____

12. Funding Request (Optional)

Investment Requested:

\$ _____

Equity Offered:

_____ %

Use of Funds

Category	Amount
Product Development	
Hiring	
Marketing	
Operations	
Working Capital	
Other	

Expected Investor Return:

13. Risk Analysis

Risk	Impact	Mitigation Strategy

14. Exit Strategy

Possible exit options:

- ☐ Acquisition
- ☐ IPO
- ☐ Management Buyout
- ☐ Family Succession
- ☐ Private Equity
- ☐ Other

Expected Timeline:

15. Appendix

Include supporting documents such as:

- Founder resumes
 - Product screenshots
 - Financial statements
 - Market research
 - Customer interviews
 - Patents or trademarks
 - Licenses
 - Sales forecasts
 - Legal documents
 - Letters of intent
 - Testimonials
-

One-Page Business Snapshot

Business Name

Problem

Solution

Target Customer

Revenue Model

Market Size

Competitive Advantage

Funding Needed

Key Metrics

- Monthly Revenue
- Gross Margin
- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- Monthly Recurring Revenue (MRR), if applicable
- Customer Retention
- Cash Runway