

Business Name

Prepared by:

Date: (dd/mm/yyyy)

1. Business Overview

1.1 What will you sell?

Briefly describe your product or service

1.2 Who will buy it?

Define your primary target market

1.3 Why will they care?

What problem are you solving or value are you adding?

3. Go-to-Market Strategy

3.1 How will customers learn about your business?

Outline key marketing channels.

3.2 How will you sell?

Mention whether it's direct, online, retail, etc.

3.3 How will you encourage referrals?

Referral or loyalty strategy (if any).

5. Team & Operations

5.1 Who's Involved?

List founder(s) and key roles.

5.2 Operations Summary:

Brief on how the product/service will be delivered.

7. SWOT snapshot

Strengths, Weaknesses Opportunities, Threats

Strengths:

Weaknesses:

Opportunities:

Threats:

2. Business Model

2.1 What will you charge?

Include your core pricing strategy

2.2 How will you get paid?

Describe your sales and payment process.

2.3 Other revenue streams?

List any upsells, licensing, subscriptions, etc.

4. Market Analysis

4.1 Target Market:

Key segment(s) and their needs.

Key Segment:

Their Needs:

6. Key Competitors

Main competitors and your advantage.

Main Competitors:

Your Advantages:

8. Risks and Challenges

Biggest Risks:

E.g., customer acquisition, tech limitations, competition.

9. Success Metrics

Key Milestones (Year 1):

E.g., number of customers, revenue targets, product launch.

Success Indicators:

E.g., net income, recurring customers, partnerships.

10. Financial Snapshot

Startup cost:

\$

Monthly operating cost:

\$

Projected Monthly sales:

\$

Funding Requirement (if any):

\$

Funding use: *E.g., marketing, equipment, hiring*