

# BUSINESS PLAN TEMPLATE FOR START-UP BUSINESSES

## BUSINESS OVERVIEW

THE PROBLEM

OUR SOLUTION

OUR PRODUCT/SERVICE

## MARKET ANALYSIS

WHO WILL BUY OUR  
PRODUCT/SERVICE

HOW WILL THEY BENEFIT

ALTERNATIVES THEY USE

WHY WE ARE BETTER

## MARKETING AND SALES PLAN

HOW OUR CUSTOMERS WILL  
LEARN ABOUT US

HOW WE'LL ENCOURAGE THEM  
TO TELL OTHERS ABOUT US

WHAT WE'LL CHARGE FOR OUR  
PRODUCT/SERVICE

HOW WE'LL GET OUR  
PRODUCT/SERVICE TO OUR  
CUSTOMERS

HOW WE'LL GET PAID

HOW WE'LL BE PROFITABLE

## KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE

SUCCESS METRIC

GOAL DATE

## FINANCIAL PLAN

SOURCE OF FUNDING

USE OF FUNDING


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