

Business Plan Template

Prepared by: [Your Name]

Company: [Company Name]

Date: [Date]

Executive Summary

Business Overview

[Provide a brief description of your business, including what products or services you offer, your target market, and your unique value proposition.]

Mission Statement

[State your company's mission - why does your business exist?]

Key Success Factors

- [Factor 1]
- [Factor 2]
- [Factor 3]

Financial Highlights

- **Funding Required:** \$[Amount]
- **Projected Revenue (Year 1):** \$[Amount]
- **Projected Revenue (Year 3):** \$[Amount]
- **Break-even Timeline:** [Months/Years]

Company Description

Business Structure

- **Legal Structure:** [LLC, Corporation, etc.]
- **Location:** [City, State]
- **Founded:** [Date]

Products and Services

[Detailed description of what you sell or provide]

Competitive Advantages

1. [Advantage 1]
2. [Advantage 2]
3. [Advantage 3]

Market Analysis

Industry Overview

[Describe the industry, current trends, and growth projections]

Target Market

- **Primary Customer Segment:** [Description]
- **Market Size:** [Number of potential customers or \$ value]
- **Demographics:** [Age, income, location, etc.]
- **Psychographics:** [Behaviors, values, pain points]

Competitive Analysis

Competitor	Strengths	Weaknesses	Market Share
[Name 1]	[List]	[List]	[%]
[Name 2]	[List]	[List]	[%]
[Name 3]	[List]	[List]	[%]

Market Positioning

[Explain how you will differentiate from competitors and position your brand]

Organization and Management

Organizational Structure

[Include an org chart or description of key roles]

Management Team

[Name], [Title]

[Brief bio highlighting relevant experience]

[Name], [Title]

[Brief bio highlighting relevant experience]

Advisory Board

- [Name] - [Expertise]
- [Name] - [Expertise]

Marketing and Sales Strategy

Marketing Strategy

Brand Positioning: [How you want to be perceived]

Marketing Channels:

1. Digital Marketing

- Social Media: [Platforms and strategy]
- Content Marketing: [Blog, video, etc.]
- SEO/SEM: [Search strategy]

2. Traditional Marketing

- [Channel 1]
- [Channel 2]

Sales Strategy

Sales Process:

1. [Step 1: Lead generation]
2. [Step 2: Qualification]
3. [Step 3: Presentation]
4. [Step 4: Closing]

Sales Targets:

- Month 1-3: [Number] customers
- Month 4-6: [Number] customers
- Month 7-12: [Number] customers

Pricing Strategy

- **Product/Service 1:** \$[Price] - [Justification]

- **Product/Service 2:** \$[Price] - [Justification]

Financial Projections

Startup Costs

Item	Cost
Equipment	\$[Amount]
Inventory	\$[Amount]
Marketing	\$[Amount]
Legal/Licenses	\$[Amount]
Working Capital	\$[Amount]
Total	\$[Amount]

Revenue Projections (3 Years)

Year	Revenue	Expenses	Net Profit	Profit Margin
1	\$[Amount]	\$[Amount]	\$[Amount]	[%]
2	\$[Amount]	\$[Amount]	\$[Amount]	[%]
3	\$[Amount]	\$[Amount]	\$[Amount]	[%]

Break-Even Analysis

- **Fixed Costs:** \$[Amount]/month
- **Variable Costs:** \$[Amount] per unit
- **Average Sale Price:** \$[Amount]
- **Break-Even Point:** [Units] units or \$[Amount] in sales

Funding Requirements

Total Funding Needed: \$[Amount]

Use of Funds:

- Product Development: %
- Marketing: %
- Operations: %
- Working Capital: %

Implementation Timeline

Year 1 Milestones

Q1:

- [Milestone 1]
- [Milestone 2]

Q2:

- [Milestone 1]
- [Milestone 2]

Q3:

- [Milestone 1]
- [Milestone 2]

Q4:

- [Milestone 1]
- [Milestone 2]

Risk Analysis

Key Risks and Mitigation Strategies

Risk	Impact	Probability	Mitigation Strategy
[Risk 1]	High/Med/Low	High/Med/Low	[Strategy]
[Risk 2]	High/Med/Low	High/Med/Low	[Strategy]
[Risk 3]	High/Med/Low	High/Med/Low	[Strategy]

Appendix

Supporting Documents

- Market research data
- Product specifications
- Legal documents
- Letters of intent from customers
- Resumes of key team members

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