

# Business Plan

Company name

Date

Founder(s)

Stage

## 1. EXECUTIVE SUMMARY (WRITE THIS SECTION LAST)

**The problem** What specific pain does your target customer experience? Why do existing solutions fall short?

**The solution** What do you offer? How does it solve the problem better than anything currently available?

**The market** What is your SAM and SOM? Include your data source. Keep this to one sentence per metric.

**The team** Why is your specific team positioned to win in this market?

**The ask** How much are you raising, what will you spend it on, and what milestone does it reach?

## 2. BUSINESS DESCRIPTION

**Company name and legal structure** LLC, C-Corp, sole proprietorship, etc.

**Mission statement** What you do, for whom, and why it matters. One sentence.

**The problem you solve** Specific pain, specific customer. Not a broad market observation.

**Unique value proposition** Why you over every alternative. One clear sentence.

**Business model** How you make money. Subscription, one-time, usage-based, services.

**Current stage** Idea / MVP / early revenue / scaling. Be honest.

## 3. MARKET ANALYSIS

**TAM** Total market. No filters. Cite your source.

**Target customer** Specific. Behavioral. Not demographic.

**SAM** Reachable segment. With your product and model.

**Pain intensity** How urgent is this problem? What do they currently spend to solve it?

**SOM** What you can win in 1-3 years. Built from your sales capacity.

**Demand evidence** Interviews, search data, competitor reviews, pre-orders.

**Key market trend** What tailwind is behind this market right now?

**Market timing** Why is now the right moment to enter?

## 4. COMPETITIVE ANALYSIS

Map your product against your top 3 competitors across the dimensions that matter most to your customer.

Dimension	Your product	Competitor A	Competitor B	Competitor C
Price point				
Target customer				

Key strength				
Key weakness				
Your advantage				

## 5. PRODUCTS AND SERVICES

**What you sell and how it works** Plain language. If a reader needs to be an expert to understand it, rewrite it.

**Pricing model and rationale** What you charge, how it is structured, and why it fits your customer buying behavior.

**Development stage** What exists today vs what is planned. A working MVP beats a perfect vision that does not exist.

**Intellectual property** Patents, trademarks, proprietary technology, or trade secrets. If none yet, describe what you are building toward.

## 6. MARKETING AND SALES STRATEGY

**Discovery channels** Which specific channels will customers use to find you?

**Conversion assumptions** What % of prospects convert at each stage?

**Sales cycle length** How long from first contact to closed deal?

**Retention strategy** How do you keep customers after you acquire them?

**Marketing budget** What % of revenue allocated to marketing?

**Customer lifetime value** Average revenue per customer over their full relationship.

## 7. OPERATIONS PLAN

**Team structure** Who does what from day one through month 12.

**Key hires needed** Which roles do you need to fill and when?

**Tools and systems** Software, platforms, and infrastructure the business depends on.

**Key milestone 1** What is the first major milestone and when will you hit it?

**Key milestone 2** What is the second major milestone and when will you hit it?

**Key milestone 3** What is the third major milestone and when will you hit it?

## 8. FINANCIAL PROJECTIONS

Complete month by month for year 1, annually for years 2 and 3. Every number needs a named source or calculation.

Metric	Year 1	Year 2	Year 3	Assumption / source
Revenue				
Cost of goods sold				
Gross margin (%)				
Operating expenses				
Net profit / loss				

Monthly burn rate				
Break-even month				
Customers acquired				
Avg contract value				
Funding required				

### 9. KEY RISKS AND MITIGATIONS

**Risk 1** Describe the risk and your mitigation plan.

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**Risk 2** Describe the risk and your mitigation plan.

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**Risk 3** Describe the risk and your mitigation plan.

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