

_____ [Business name]

_____ [Website]

BUSINESS PLAN

_____ [Address]

_____, 20_____

(____) ____ - _____, _____ [Email]

Business Overview

Mission Statement: _____

Company Information: _____

Product / Services: _____

Pricing Structure: _____

Market Analysis

Our Competitors: _____

Our Differences: _____

Target Customers: _____

Marketing & Sales

Marketing Strategy: _____

Marketing Channels: posters fliers coupons TV ads Internet ads social media cold calling

inbound marketing outbound marketing content marketing viral marketing seasonal marketing

email marketing direct marketing tradeshow marketing telemarketing Other: _____

Financial Forecast

Required Funds: Seeking to raise \$ _____ in funding

Historical average monthly revenue: \$ _____ **Historical average monthly expenses:** \$ _____

Projected average monthly revenue: \$ _____ **Projected average monthly expenses:** \$ _____

Our Team

Name: _____ Position: _____ Role: _____

Responsibility: _____

Name: _____ Position: _____ Role: _____

Responsibility: _____

Name: _____ Position: _____ Role: _____

Responsibility: _____

