

\_\_\_\_\_ [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: \_\_\_\_\_

