

# Business Plan Template

This brief business plan template encourages you to stick to your core message and provide investors or a potential business partner with just the information they need to know about your new venture.

## The Business Opportunity

What is the problem your business will solve? Focus on the customer's needs.

Give your elevator pitch. Be succinct, clear, and persuasive.

Be sure to include your *value proposition* -- What do you offer that no one else does? What do you bring to the table different from your competitors?

## Industry Analysis

List key factors for success in your industry.

Who is your main competition?

## Target Market

Describe your customer segments.

Will you serve a particular geographical area?

## Company Description

Identify important facts about your business:

- Founding date
- Location
- Mission statement
- Type of organization
- Core strengths
- Main leadership

## Implementation Timeline

Provide a brief summary of how you will roll out the business. Consider depicting the different phases in a diagram. You can use the timeline below as a template.

Quarter 1 \_\_\_\_\_ Jan-March      Quarter 2 \_\_\_\_\_ April-June

## Marketing Plan

Describe what methods you will use to acquire new customers.

Why would your target market prefer your product or service to another option?

## Financial Summary

*Cost Structure:* What are your fixed and variable costs?

*Revenue Streams:* How will your business make money?

## Funding Required

Present the amount of funding that you are seeking from investors or a potential business partner and how it will be used.

