

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.

<h2>The Business Opportunity</h2> <p>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 <i>value proposition</i> -- What do you offer that no one else does? What do you bring to the table different from your competitors?</p>	
<h2>Industry Analysis</h2> <p>List key factors for success in your industry. Who is your main competition?</p>	<h2>Company Description</h2> <p>Identify important facts about your business:</p> <ul style="list-style-type: none"> • Founding date • Location • Mission statement • Type of organization • Core strengths • Main leadership
<h2>Target Market</h2> <p>Describe your customer segments. Will you serve a particular geographical area?</p>	
<h2>Implementation Timeline</h2> <p>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.</p> <p>Quarter 1 _____ Jan-March Quarter 2 _____ April-June</p>	
<h2>Marketing Plan</h2> <p>Describe what methods you will use to acquire new customers. Why would your target market prefer your product or service to another option?</p>	<h2>Financial Summary</h2> <p><i>Cost Structure:</i> What are your fixed and variable costs? <i>Revenue Streams:</i> How will your business make money?</p>
<h2>Funding Required</h2> <p>Present the amount of funding that you are seeking from investors or a potential business partner and how it will be used.</p>	

