

Startup Business Plan

[Business name] | [Date]

1. Executive Summary

Write this section last. Summarize the business, the opportunity, the team, key numbers and the funding request in one to two pages.

Summary

2. Company Description

Business name, legal structure and location

Mission and vision

History and current stage

Goals for the next three years

3. Products and Services

Product or service	Description	Price	Cost to deliver

What makes your offer different

4. Market Analysis

Industry overview and trends

Target customer profile

Market	Size (customers or \$)	Source
Total market		
Serviceable market		
Your target share		

5. Competition

Competitor	Strengths	Weaknesses	Price

Your competitive advantage

6. Marketing and Sales Plan

Positioning and brand

Channel	Tactic	Monthly budget	Goal

Sales process

7. Operations Plan

Location and facilities

Suppliers and equipment

Day-to-day operations

Licenses, permits and insurance

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8. Management and Organization

Name	Role	Experience	Ownership %

Hiring plan and advisors

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9. Financial Plan

Startup cost	Amount

	Year 1	Year 2	Year 3
Revenue			
Cost of goods sold			
Gross profit			
Operating expenses			
Net income			
Ending cash			

Key assumptions behind the forecast

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Break-even point

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10. Funding Request

Amount requested and type (loan, investment, grant)

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Use of funds	Amount

Repayment plan or investor return

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11. Appendix

Attach resumes, permits, leases, quotes, market research, product photos and detailed financial statements.