


Startup Business Plan Template


Simple Business Plan Template for your startup


BUSINESS PLAN


2019


START UP

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

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Executive Summary



REMEMBER

The Executive Summary is the first page of your business plan (for Readers), but it should be the last chapter you write. It acts as both the introduction to, and the summary of, your entire idea. It should summarize the key points that you have written in the rest of your business plan, including a brief description of your business, your mission statement, goals, credit request, and a description of how you plan to successfully execute the plan.

[Read More](#)

Business Overview

Help Tip

Provide a brief description of your operation. In a few sentences, help people who are unfamiliar with your business develop an understanding of what you produce, the size of your operation and how you market your products.

This may be very similar to the Business Overview section you wrote in the Business Description section of your business plan.

[Read More](#)

Start Writing here...

Mission Statement

Help Tip

A mission statement describes the fundamental purpose of your startup,

Examples

| *what you do? why you do it? and for whom you do it.*

JJB Coffee

It identifies your products, services, and customers. A good mission statement can be used to define your business both internally and externally to employees.

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Start Writing here...

Product/Service Summary

Help Tip

This section is the place to highlight the problem you solve or the need you fulfill. Write a brief description of your company's products or services, with a special emphasis on what makes them unique.

Examples

Take-Out Pizza

[Read More](#)

Start Writing here...

Market Opportunity Summary

Help Tip

A quick explanation of the one or two key problems and/or trends your product/service addresses, and how it translates to a big opportunity for your company (and investors).

Consider the following questions:

[Read More](#) ⌵

Start Writing here...

Traction Summary

Help Tip

Highlight a few of the biggest accomplishments that you have achieved and describe how those accomplishments lay the groundwork for what's to come. Summarize key financial data that is relevant to the reader or data that supports your research. This section is a great way to highlight growth or to use metrics to provide perspective on the company.

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Start Writing here...

Next Steps

Help Tip

Outline the next objectives or milestones that you hope to meet and what it means for the growth of your company.

[Read More](#) ⌵

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Vision Statement


Help Tip

- *What is the scope or “big picture vision” of the business you are trying to build?*
- *If you're in tech, are you trying to build the next Nest?*
- *If you're in food and beverage, are you aiming to be the next Chipotle?*
- *In other words, how big is this company going to get, and why should it?*

[Read More](#) ⌵

Start Writing here...

Capital Request

 Help Tip

The most common reason for developing a business plan is to be able to present your ideas for a new or expanded business to investors or lenders. After you have described your plan, they will want to know how much money you need and the purpose for which you need it. Use this section to communicate your capital requirements along with the major purposes for which the funds will be used.

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Start Writing here...

Company Synopsis



REMEMBER

The Company Synopsis section is where you provide readers with a more in-depth look at your company and what you have to offer.

Before your readers will ever bother caring about things like your marketing strategy or your financial assumptions, they'll want to know two absolutely fundamental details that will set up the rest of the plan that follows:

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Problem

Help Tip

You might have the most revolutionary product the world has ever seen, but if you don't take the time to carefully articulate why your product exists in the first place and how it helps your customers solve a pain point better than anything else out there, nothing else in your business plan really matters from the reader's perspective.

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Start Writing here...

Problem Analysis

Solution

Help Tip

Every business needs to solve a problem that its customers face. Explain what the problem is and how your product or service solves it. Once you've thoroughly explained the problem you're setting out to solve, it's time to tell investors how your product/service solves that problem beautifully.

The goal here is less about describing how your product or service actually works

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Market Overview



REMEMBER

While your problem and solution statements help set the stage and provide readers with insight into why you're starting this company in the first place, clearly defining your market will allow you to call attention to the trends and industry conditions that demonstrate why now is the time for your company to succeed.

You're going to want to supplement your own expertise with plenty of evidence. [Read More](#)

Industry Analysis

Help Tip

Give a brief overview of the industry. Define the industry in terms of historical background, the geographic area it services and the products it offers. Describe how your company will position itself within the industry. Focus on how your company can take advantage opportunities identified within the industry. Describe the results of the market research you have performed.

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Start Writing here...

Market Size & Growth

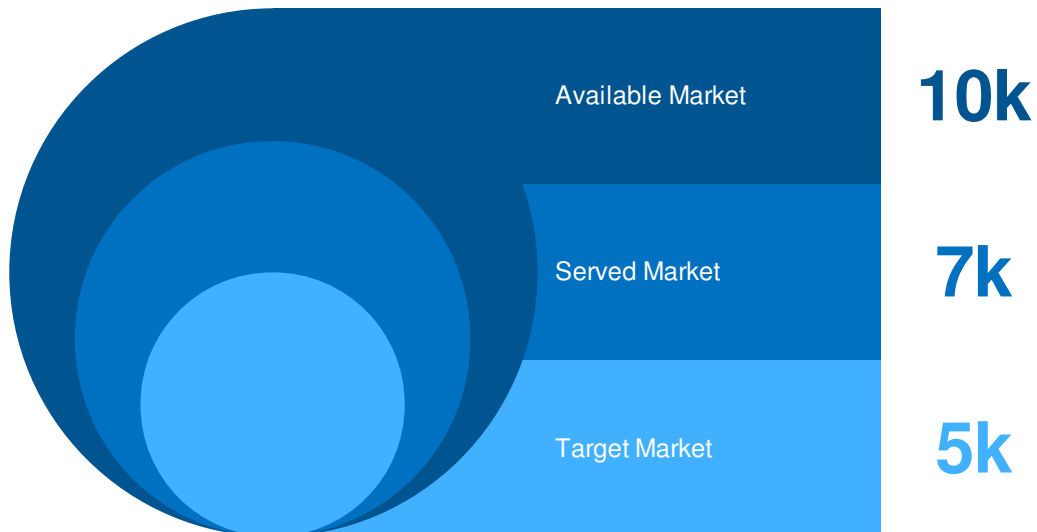
Help Tip

Indicating to your readers that your problem addresses a big enough market will play a huge role in how excited they'll be about getting involved in helping your company. This is where you'll want to put your research cap on and start uncovering some numbers that help your reader better understand:

- How big the market is (locally/nationally/internationally)?*

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Market Trends

Help Tip

- What recent emerging trends have you developed your product/service in response to?
- Are there any new technologies that have emerged recently that make your product/solution possible?
- Are there any specific brands or products you can point to that illustrate these trends? [Read More](#) ⌵

Start Writing here...

Market Segments

Help Tip

Market segments are groups of customers that have similar needs or who will respond similarly to a marketing approach. You probably have different groups or types of customers to which you market your products.

Common ways to segment markets include by geography (such as rural, urban or city size) or by demographic (such as age, income level, gender, or occupation). [Read More](#) ⌵

Start Writing here...

Customers

Help Tip

- Who are the customers for your primary products?
- Do you anticipate those customer changing? If so, what are the characteristics of these new customers that must be factored into your

marketing plan?

- *What opportunities does this open up for your business?*

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Industry Success Stories

Help Tip

- *Are there any examples of similar companies that investors have supported that you could point to?*
- *Are there any recent acquisitions (examples of larger companies buying up companies similar to yours) that could bolster the case for your own exit strategy?*

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Start Writing here...

Product & Services



REMEMBER

You used your *Company Synopsis* chapter to cover why your new product delivers crazy value to your customers by breaking down the ways that it benefits your customers and meets a highly specific need for them.

Key questions to consider for this chapter:

- What are some of your product's key features?

[Read More](#) ⌵

Products/Services

Help Tip

What do you sell, and how is it manufactured or provided? Include details of relationships with suppliers, manufacturers and/or partners that are essential to delivering the product or service to customers.

If your business sells any products or services, provide a short description of each of the primary products you produce (or services you provide). You may [Read More](#) ⌵

Start Writing here...

Features



Product 1

Write something about a feature.



Product 2

Write something about a feature.



Product 3

Write something about a feature.

Market position


Help Tip

- Where do your products/services fit in the market?
- Are they high-end, competitive or budget?
- How does this compare to your competitors?

[Read More](#) ⌵

Start Writing here...

Unique selling position


 Help Tip

- *How will your products/services succeed in the market where others may have failed?*
- *What gives your products/services the edge?*

[Read More](#) 

Start Writing here...

Pricing strategy


 Help Tip

- *Do you have a particular pricing strategy?*
- *Why have you chosen this strategy?*

[Read More](#) 

Start Writing here...

Value to customer

 Help Tip

- *How do your customers view your products/services?*
- *Are they a necessity, luxury or something in between?*

[Read More](#) 

Start Writing here...

Revenue Model



REMEMBER

It's the age-old question that every business owner has had to answer:

how will your company make money?

If you're just starting out, clearly defining your framework for generating revenue might seem like somewhat of a shot in the dark. But showing investors you have even a cursory idea of how you will convert your product or service into sales is absolutely

[Read More](#)

Revenue Channels

Help Tip

- Are you leveraging transaction-based revenue by collecting one-time payments from your customers?
- Are you generating service revenue based on the time spent providing service to your customers?

• Are you following a recurring revenue model selling advertising an [Read More](#)

Start Writing here...

Pricing

Help Tip

- What are your price points and why have you set them that way?
- How does your pricing compare with similar products or services in the market?

Which of the following pricing strategies will you employ?:

[Read More](#)

Start Writing here...

COGS

Help Tip

Cost of goods sold, otherwise known as COGS, refers to the business expenses associated with selling your product or service, including any materials and labor costs that went into producing your product.

[Read More](#)

Start Writing here...

Margins

Help Tip

Your margin refers to the profit percentage you end up with after you subtract out the costs for the goods or services being sold. If you purchase your inventory for \$8 per item from a supplier and sell them for \$10, for example, your margin on sales is 20%.

Key questions to consider:

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Operating Model



REMEMBER

Where your Revenue Model refers to how you're going to make money, your Operating Model is about how you're going to manage the costs and efficiencies to earn it.

Basically, it's how your business will actually run. For this component, you'll want to focus on the following:

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Critical Costs

Help Tip

Your Critical Costs are the costs that make or break your business if you can't manage them appropriately. These essentially determine your ability to grow the business or achieve profitability.

[Read More](#)

Start Writing here...

Cost Maturation & Milestones

Help Tip

Often your Critical Costs mature over time, growing or shrinking. For example, it might only cost you \$10 to acquire your first 1,000 users, but \$20 to acquire the next 10,000. It's important to show investors exactly where costs might improve or worsen over time.

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Investment Costs


Help Tip

Investment costs are strategic uses of capital that will have a big Return on Investment (ROI) later. The first step is to isolate what those investment costs are. The second step is to explain how you expect those investments to pay off.

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Operating Efficiencies

 Help Tip

What can you do from an efficiency standpoint that no one else can? It could be the way you recruit new talent, how you manage customer support costs, or the increasing value your product provides as more users sign up.

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Start Writing here...

Competitive Analysis



REMEMBER

Now that you've introduced readers to your industry and your product, it's time to give them a glimpse into the other companies that are working in the same space and how your company stacks up.

A skimpy *Competitor Analysis* chapter doesn't tell investors that your solution is unrivaled. It tells them that you're not looking hard enough.

[Read More](#)

Competitors

Help Tip

It's good to understand your competitors – who they are, their features, strengths and their weaknesses – particularly if you have a small target market. That knowledge will help you to be different from your competitors and to shape your business strategy.

Use this section to identify your competitors' strengths and weaknesses. [Read More](#)

Start Writing here...

Competitor 1

Competitor 2

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Traction

Help Tip

- How much revenue does your competitor generate each year?
- Approximately how many users/customers do they have?
- Have they received venture funding? How much? From whom?

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Similarities & Differences

Help Tip

- What are the points of similarity between your competitor and you in terms of offering, price point, branding, etc?
- What are the points of difference, both for the better and for the worse?

[Read More](#) 

Start Writing here...

Marketing Plan



REMEMBER

Marketing is the process of creating customers, and customers are the lifeblood of your business. In this section, the first thing you want to do is define your marketing strategy. There is no single way to approach a marketing strategy; your strategy should be part of an ongoing self-evaluation process and unique to your company. However, there are steps you can follow which will help you think through the strategy you would like to use.

[Read More](#)

Customer Definition

Help Tip

The name of the game here is to know your audience!

This is where you show readers that you know :

- Who your audience is (who's most likely to buy and use your product)?
- Where they are, and what's most important to them?

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Start Writing here...

Customer Acquisition

Help Tip

Now that we know who your customers are, the next question is

| — how do you plan on getting them?

This essentially refers to your marketing plan where you'll go into detail about how you intend on raising awareness for your brand to.

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Start Writing here...

Help Tip

Which channels will you use to acquire your customers?

- Direct sales?
- Online(Inbound) acquisition (paid ads, organic SEO, social, email)?
- Offline acquisition (newspaper, TV, radio, direct mail)?
- Channel partners (retailers, resellers)?

[Read More](#)

Channels

Help Tip

There are hard costs associated with every customer acquisition channel. Yes,

even social media. It's your job here to forecast and compile all of the associated costs with a particular channel so that you can arrive at a preliminary budget for what it would cost to use this channel.

[Read More](#) ▾

Channel Cost Assumptions

SWOT – Internal and external forces

Help Tip

Now that you've analyzed your market and your competition, think more widely about your SWOT – your strengths, weaknesses, opportunities, and threats. Some will be internal to your company. Others will be forces outside your direct control. They're all important to identify and plan for.

Including this detail here will give the reader confidence that you're aware of what [Read More](#) ▾

Start Writing here...

Strengths

Mention positive tangible and intangible attributes. Internal to your organization. which are within the organization's control.

Weaknesses

Factors that are within an organization's control that detract from its ability to attain the core goal. In which areas might the organization improve?

Opportunities

External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?

Threats


External factors, beyond an organization's control, which could place the organization's mission or operation at risk. The organization may benefit by having contingency plans to address them should they occur.

Launch Strategy and Budget

Explain your launch marketing strategy and then note your budget. Few businesses make their name purely on word-of-mouth; they need to promote their business to effectively set up their stall in the marketplace. The budget for this should be part of the start-up costs mentioned in the Finance section and reflect the total cost of the launch marketing tactics outlined in your marketing strategy.

Area Of Spend	Cost(\$)
[Cost title]	[Cost Amount]
Total	

Distribution Channels

 Help Tip

*What methods of distribution will you use to sell your products and/or services?
These may include:*

- *Retail*
- *Direct sales*
- *E-commerce*

[Read More](#) 

Start Writing here...

Traction



REMEMBER

Many investors see hundreds of deals every year.

If you want to stand a chance of making any sort of meaningful impression, it's important to show them that your business is more than just an idea and that you've already got some irons in the fire.

Traction is a huge part of making that case

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Product Development

Help Tip

- *Where are you in the product development process?*
- *Do you have a working prototype?*
- *Is your product already in the market and gaining customers?*

[Read More](#)

Start Writing here...

Manufacturing/Distribution

Help Tip

- *Do you already have an established partner for production/manufacturing?*
- *How about distribution? Tell us about your relationships and what they can handle.*

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Start Writing here...

Early Customers & Revenue

Help Tip

- *Do you have any existing customers? If so, how many, and how fast is your customer base growing?*
- *Have you started generating revenue? If so, how much?*

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Start Writing here...

Testimonials & Social Proof

Help Tip

- *Do you have any client reviews or comments that can illustrate positive customer response to your product/service?*
- *Has your product/service been reviewed/endorsed by any industry experts?*
- *Do you have any high-profile customers (celebrities or industry experts if it's a B2C product, well-known brands if it's a B2B product)?*

[Read More](#) ⌵

Start Writing here...

Partnerships

Help Tip

Have you secured partnerships with any established or notable companies or brands?

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Start Writing here...

Intellectual Property

Help Tip

- *Do you have any patents for the technology or ideas behind your company?*
- *Is your company name trademarked?*

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Start Writing here...

Press Mentions

Help Tip

Has your company been featured by any media outlets? Which ones?

[Read More](#) ⌵

Start Writing here...

Management & Organization



REMEMBER

Your Management & Organization chapter is where you introduce your team and, if possible, explain how each team member's background is highly relevant to the success of your company.

An ideal Management Team section shows investors that your team's combination of skills, experience, relationships, and expertise make you the best group of people to lead your company. [Read More](#) ⌵

Management Team



JOHN DOE

Owner & Founder - johnd@example.com

Help Tip

List the members of your professional/advisory support team, including:

- Attorney
- Accountant
- Board of directors
- Advisory board

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Advisory Board Members



JOHN DOE

Advisory board member - johnd@example.com

Help Tip

Develop and include an organization chart. This should include both roles that you've already filled and roles you plan to fill in the future.

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Start Writing here...

Hiring Plan

Help Tip

Explain how you plan to fill in any gaps in management and/or experience. For instance, if you lack financial know-how, will you hire a CFO or retain an accountant? If you don't have sales skills, will you hire an in-house sales manager or use outside sales reps?

[Read More](#) ↕

Start Writing here...

Professional Services

Help Tip

Many of today's businesses hire professional services or consultants, like custom operators, accountants, tax prepares, and veterinarians. Professional services could include accounting, marketing, financial planning, crop scouting, nutrition, etc. If you use outside professional services to help you with some aspects of the business, list them here and describe their functions

[Read More](#) ↕

Start Writing here...

Funding



REMEMBER

Chances are you're shopping your business plan around to secure capital for your project. If that's the case, don't forget to actually ask for the one thing you set out to achieve!

In fact, you'll want to devote an entire chapter to your request for funding. This is your opportunity to tell investors:

[Read More](#)

Funding Goal

Help Tip

- How much funding do you need to move forward with your goals?
- How did you arrive at this figure?

[Read More](#)

Start Writing here...

Terms

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Help Tip

What will investors get in exchange for their investment in your company?

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Start Writing here...

Use of Funds

Help Tip

How will you use the funding that you secure from investors? Provide a very basic breakdown, either by amounts or by percentages, of how you plan to allocate the funds you receive. For example:

- 25%: R&D
- 25%: Marketing

[Read More](#)

Start Writing here...

Milestones

What key milestones will you and your company be able to achieve with the help of this funding?

Date	Milestone
[Date 1]	[Name]
[Date 2]	[Name]
[Date 3]	[Name]
[Date 4]	[Name]
[Date 5]	[Name]

Why Invest? / Conclusion

💡 Help Tip

Wrap up your Funding section with by driving home why investors should get involved with your company.

- *Is it the experience of your team?*
- *The originality of your product?*
- *The size of the market?*

[Read More](#) ⌵

Start Writing here...

Financial Plan



REMEMBER

*At last, we've arrived at everybody's least favorite section of the business plan: **Financials!***

Your Financials section comes last after what we'll call the more "narrative"-driven content that makes up the vast majority of your business plan.

[Read More](#)

Click to [Add Revenue](#)

This is just a placeholder to add finance revenue stream.

Click to [Add Expense](#)

This is just a placeholder to add expenses data.

Click to [Add Personnel](#)

This is just a placeholder to add personnel data.

Click to [Add Funding](#)

This is just a placeholder to add funding data.

Financial Position

Help Tip

The financial position of your business communicates the financial resources you have available and your ability to withstand future risks. Your financial position can be evaluated in terms of the solvency and liquidity position of your business.

Document your solvency by including and discussing your balance sheet, which indicates how funds are invested in the business. (credit) [Read More](#) ▾

Start Writing here...

Historical Performance

Help Tip

Historical performance is considered a good indicator of future performance. Document key financial and production measures from the past three to five years and show the trends for yields, production levels, net income, and other key measures.

An income statement documents your business's profitability. Include o [Read More](#) ▾

Start Writing here...

Income Statement

A financial statement that showcases your revenues, expenses, and profit for a particular period and whether or not your business is profitable at that point in time. It is an important tool to help you determine if your plan is financially feasible.

	Year1	Year2	Year3	Year4	Year5
Revenues					
Product/Service-A	\$151,200	\$333,396	\$367,569	\$405,245	\$446,783
Product/Service B	\$100,800	\$222,264	\$245,046	\$270,163	\$297,855
Total Revenues	\$252,000	\$555,660	\$612,615	\$675,408	\$744,638
Expenses & Costs					
Cost of goods sold	\$57,960	\$122,245	\$122,523	\$128,328	\$134,035
Lease	\$60,000	\$61,500	\$63,038	\$64,613	\$66,229
Marketing	\$20,000	\$25,000	\$25,000	\$25,000	\$25,000
Salaries	\$133,890	\$204,030	\$224,943	\$236,190	\$248,000
Other Expenses	\$3,500	\$4,000	\$4,500	\$5,000	\$5,500
Total Expenses & Costs	\$271,850	\$412,775	\$435,504	\$454,131	\$473,263
EBITDA	(\$19,850)	\$142,885	\$177,112	\$221,277	\$271,374
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
EBIT	(\$56,810)	\$105,925	\$140,152	\$184,317	\$234,414
Interest	\$23,621	\$20,668	\$17,716	\$14,763	\$11,810
EBT	(\$80,431)	\$85,257	\$122,436	\$169,554	\$222,604
Net Operating Loss	(\$80,431)	(\$80,431)	\$0	\$0	\$0
Income Tax Expense	\$0	\$1,689	\$42,853	\$59,344	\$77,911
NET INCOME	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Net Profit Margin (%)	-	15.00%	13.00%	16.30%	19.40%

Cashflow

Projected cash flow will help you determine if your plan can meet expenses, make debt payments and make it through the transition period.

	Year1	Year2	Year3	Year4	Year5
CASH FLOW FROM OPERATIONS					
Net Income (Loss)	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Change in working capital	(\$11,340)	(\$1,625)	(\$2,350)	(\$2,133)	(\$2,409)
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
Net Cash Flow from Operations	(\$54,811)	\$118,902	\$114,193	\$145,037	\$179,244
CASH FLOW FROM INVESTMENTS					
Investment	(\$246,450)	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	(\$246,450)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
Net Cash Flow from Financing	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
SUMMARY					
Net Cash Flow	\$16,710	\$73,478	\$68,769	\$99,613	\$133,819
Cash at Beginning of Period	\$0	\$16,710	\$90,188	\$158,957	\$258,570
Cash at End of Period	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389

Balance Sheet

You may also want to develop a projected balance sheet to evaluate how your plan will impact your solvency or net worth. It shows a summary of your business' net worth at a particular point, breaking it into assets, liabilities, and capital.

	Year1	Year2	Year3	Year4	Year5
ASSETS					
Cash	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389
Accounts receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$21,000	\$23,153	\$25,526	\$28,142	\$31,027
Total Current Assets	\$37,710	\$113,340	\$184,482	\$286,712	\$423,416
Fixed assets	\$246,450	\$246,450	\$246,450	\$246,450	\$246,450
Depreciation	\$36,960	\$73,920	\$110,880	\$147,840	\$184,800
Net fixed assets	\$209,490	\$172,530	\$135,570	\$98,610	\$61,650
TOTAL ASSETS	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066
LIABILITIES & EQUITY					
Debt	\$317,971	\$272,546	\$227,122	\$181,698	\$136,273
Accounts payable	\$9,660	\$10,187	\$10,210	\$10,694	\$11,170
Total Liabilities	\$327,631	\$282,733	\$237,332	\$192,391	\$147,443
Share Capital	\$0	\$0	\$0	\$0	\$0
Retained earnings	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
Total Equity	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
TOTAL LIABILITIES & EQUITY	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066

Break-Even Analysis


Help Tip

Just like it sounds, your break-even analysis helps you determine when your total revenue equals your total expenses. In other words, your break-even point. Total profit here equals 0.

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Capital Request

 Help Tip

The most common reason for developing a business plan is to present your ideas for a new or expanded business to investors or lenders. They want to know how much money you need and the purpose for which you need it. Use this section to communicate your capital requirements along with the major purposes for which the funds will be used.

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