

SIMPLE BUSINESS PLAN TEMPLATE

BUSINESS PLAN

COMPANY NAME

DATE PREPARED
00/00/0000

CONTACT

Contact Name
Contact Email Address
Phone Number

Street Address
City, State and Zip

webaddress.com

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CONFIDENTIAL

EXECUTIVE SUMMARY

This section is written last and summarizes all the key points in your business plan in less than two pages. This is your opportunity to capture the attention of your reader and gain buy-in.

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COMPANY OVERVIEW

Provide a description of the overall nature of your business and the industry it operates in. Include details like industry trends, demographics, and governmental and economic influences.

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PROBLEM & SOLUTION

THE PROBLEM

OUR SOLUTION

Page 3

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TARGET MARKET

MARKET SIZE & SEGMENTS

Page 4

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COMPETITION

CURRENT ALTERNATIVES TARGET BUYERS ARE USING

OUR COMPETITIVE ADVANTAGES

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PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE

Describe the product or service you are offering, how it benefits the buyer, and the unique selling proposition.

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MARKETING

MARKETING PLAN

Describe your marketing objectives and strategy here, including costs, goals, and plan of action.

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TIMELINE & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC

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FINANCIAL FORECASTS

KEY ASSUMPTIONS

Provide insight into how you came up with the values in your financial projections (e.g. past performance, market research). Describe the growth you are assuming and profit you anticipate generating.

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FINANCING

SOURCES OF FUNDING

USE OF FUNDING

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