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# Startup Business Plan

Template

**Company Name:**

**Prepared By:**

**Date:**

**Version:**

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# Executive Summary

*Write this section last but place it first. Summarize your startup in one page so readers know what to expect.*

Company Overview (2-3 sentences: what you do, for whom, and why it matters)

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Mission Statement

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Problem You Solve

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Your Solution

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Target Market & Size

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Business Model (how you make money)

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Traction & Key Milestones

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Funding Ask & Use of Funds

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## Problem & Solution

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*Define the pain point your customers face and how your product or service solves it better than alternatives.*

### The Problem

- What specific problem or pain point exists?
- Who experiences this problem and how often?
- What is the cost of this problem (time, money, frustration)?
- How are people solving it today? What are the shortcomings?

Describe the problem in detail

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### Your Solution

- How does your product/service solve this problem?
- What is your unique approach or insight?
- Why is now the right time for this solution?

Describe your solution

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### Value Proposition

One sentence: We help [target customer] do [outcome] by [approach], unlike [alternatives].

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## Market Analysis

*TAM, SAM, and SOM breakdown with industry trends, target customer segments, and growth drivers.*

### Market Size

Metric	Value
Total Addressable Market (TAM)	[e.g. \$50B]
Serviceable Addressable Market (SAM)	[e.g. \$5B]
Serviceable Obtainable Market (SOM)	[e.g. \$500M]
Market Growth Rate (CAGR)	[e.g. 15%]

Data sources and methodology for market sizing

### Target Customer Profile

Primary customer segment (demographics, firmographics, behavior)

Secondary customer segment

### Industry Trends

- What macro trends are driving demand?
- What regulatory or technology changes create opportunity?
- What are the barriers to entry?

Key trends and drivers

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## Business Model

*How you make money — pricing, revenue streams, unit economics, and path to profitability.*

### Revenue Streams

Primary revenue stream (e.g., SaaS subscription, marketplace fees, licensing)

Secondary revenue streams

### Pricing

Tier / Plan	Price
Free / Freemium	[e.g. \$0]
Starter / Basic	[e.g. \$29/mo]
Professional	[e.g. \$99/mo]
Enterprise	[e.g. Custom]

### Unit Economics

Metric	Value
Customer Acquisition Cost (CAC)	
Lifetime Value (LTV)	
LTV:CAC Ratio	
Gross Margin	
Payback Period	
Monthly Churn Rate	

# Go-to-Market Strategy

*Customer acquisition channels, launch plan, sales strategy, and key partnerships.*

## Customer Acquisition Channels

- What are your top 3 acquisition channels?
- What is the expected CAC per channel?
- How will you test and validate each channel?

Channel 1: Strategy and expected results

Channel 2: Strategy and expected results

Channel 3: Strategy and expected results

## Sales Strategy

Sales model (self-serve, inside sales, enterprise sales, channel partners)

Sales cycle and process

## Launch Plan

Phase 1 — Pre-launch (awareness, waitlist, beta)

Phase 2 — Launch (channels, messaging, targets)

Phase 3 — Growth (scale, optimize, expand)

## Key Partnerships

Strategic partnerships that accelerate growth


## Competitive Landscape

*Competitor mapping, your unfair advantages, and how you defend your position over time.*

### Competitor Overview

Competitor	Key Strengths / Weaknesses
Competitor 1:	
Competitor 2:	
Competitor 3:	
Competitor 4:	

### Competitive Advantages

- What do you do better than existing solutions?
- What is your unfair advantage (technology, team, data, network)?
- How defensible is your position over time (moats)?

Your competitive advantages


### Differentiation

How are you positioned differently in the market?


## Team & Operations

*Founding team bios, key hires, organizational structure, and operational milestones.*

### Founding Team

Founder 1: Name, role, background, and relevant experience


Founder 2: Name, role, background, and relevant experience


Founder 3: Name, role, background, and relevant experience


### Key Hires Needed

Role	Timeline & Priority

### Advisors & Board

Key advisors, board members, and their contributions


### Operational Milestones

Milestone	Target Date
MVP / Product Launch	
First 100 Customers	
Revenue Target 1	
Key Hire Completion	
Series A / Next Funding	

## Financial Projections

Three-year revenue forecast, expense plan, cash flow projections, and funding requirements.

### Revenue Forecast

Metric	Year 1 / Year 2 / Year 3
Monthly Recurring Revenue (MRR)	
Annual Recurring Revenue (ARR)	
Number of Customers	
Average Revenue per User (ARPU)	
Revenue Growth Rate	

### Expense Plan

Category	Year 1 / Year 2 / Year 3
Personnel / Salaries	
Marketing & Sales	
Product & Engineering	
Operations & Infrastructure	
General & Administrative	
Total Expenses	

### Cash Flow Summary

Metric	Year 1 / Year 2 / Year 3
Total Revenue	
Total Expenses	
Net Income / (Loss)	
Cash Burn Rate (monthly)	
Runway (months)	

### Funding Requirements

Total amount raising

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Use of funds breakdown (product, hiring, marketing, operations)

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Key assumptions behind projections


*Supporting materials, detailed data, and additional references.*

Additional market research data


Product screenshots or mockups


Customer testimonials or case studies


Detailed financial model reference


Letters of intent or partnership agreements


Patents, IP, or regulatory documentation






















































