

BUSINESS PLAN

Business Name:

Mission:

Business Opportunity: What problem are you aiming to solve within your business industry?

Solution: How will you solve challenges? What about your solution makes it unique and/or different?

Target Market: Who is your target audience? Explain characteristics and behaviors in detail.

Marketing Plan: What channels and platforms will you use to reach your target market?

Industry Analysis: Who are your main competitors? What is your competitive advantage compared to them? What does it take to be successful in this industry?

Financial Structure: How much funding do you need to accomplish this solution? What will funding be spent on? How much revenue is anticipated per month?

Business Sustainability: How will you grow your business within the next three years and maintain sustainability on your own?

Please provide a one-year milestone timeline for your business plan.
