

BUSINESS OVERVIEW

THE PROBLEM	
OUR SOLUTION	
OUR PRODUCT/SERVICE	

MARKET ANALYSIS

WHO WILL BUY OUR PRODUCT/SERVICE	
HOW WILL THEY BENEFIT	
ALTERNATIVES THEY USE	
WHY WE ARE BETTER	

MARKETING AND SALES PLAN

HOW OUR CUSTOMERS WILL LEARN ABOUT US	
HOW WE'LL ENCOURAGE THEM TO TELL OTHERS ABOUT US	
WHAT WE'LL CHANRGE FOR OUR PRODUCT/SERVICE	
HOW WE'LL GET OUR PRODUCT/SERVICE TO OUR CUSTOMERS	
HOW WE'LL GET PAID	
HOW WE'LL BE PROFITABLE	

KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE	SUCCESS METRIC	GOAL DATE

FINANCIAL PLAN

SOURCE OF FUNDING	USE OF FUNDING

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