**[A picture containing drawing

Description automatically generated](https://bit.ly/2Hja6LZ)START-UP BUSINESS PLAN TEMPLATE**

**COMPANY NAME**

BUSINESS PLAN

# EXECUTIVE SUMMARY

Provide Executive Summary

## MISSION STATEMENT

Provide Mission Statement

## KEYS TO SUCCESS

1. Key One Explanation
2. Key Two Explanation
3. Key Three Explanation
4. Key Four Explanation

## FINANCIAL OVERVIEW

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
| **CASH** |  |  |  |
| **SALES REVENUE** |  |  |  |
| **FINANCIAL-YEAR NET PROFIT** |  |  |  |
| **OPERATING MARGIN** |  |  |  |
| **OWNERS’ EQUITY** |  |  |  |
| **RETURN ON EQUITY** |  |  |  |

# COMPANY OVERVIEW

Provide Company Overview

# PRODUCTS / SERVICES

Summarize Business Offerings / Output

# SALES / PRICING

Overview of Pricing Structure

## SALES REVENUE

|  |  |  |  |
| --- | --- | --- | --- |
| **PRODUCTS / SERVICES** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL** |  |  |  |

## GROSS-MARGIN PERCENTAGE

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL** |  |  |  |

## COST OF SALES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL** |  |  |  |

## BREAK-EVEN ANALYSIS

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
| **SALES REVENUE** |  |  |  |
| **Cost of Sales** |  |  |  |
| **VARIABLE EXPENSES TOTAL** |  |  |  |
| **Personnel Expenses** |  |  |  |
| **Additional Operating Expenses** |  |  |  |
| **Fixed-Asset Depreciation** |  |  |  |
| **Financial Expenses** |  |  |  |
| **FIXED EXPENSES TOTAL** |  |  |  |
| **GROSS-MARGIN PERCENTAGE** |  |  |  |
| **BREAK-EVEN SALES REVENUE** |  |  |  |
| **SALES REV ABOVE BREAK-EVEN** |  |  |  |

# MARKETING STRATEGY

Provide Marketing Strategy Overview

## MARKET SEGMENTATION

Marketing Segmentation Overview

## MARKET TARGETING

* + 1. Target Market One
    2. Target Market Two
    3. Target Market Three
    4. Target Market Four

# COMPETITIVE ANALYSIS

Provide Brief Description of How Analysis Was Conducted

## ANALYSIS RESULTS

|  |  |
| --- | --- |
| **COMPETITOR TYPE / NAME** | **DESCRIPTION** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# TEAM

Overview of Management and Staffing Structure and Efforts Employed to Build Out

## HEADCOUNT

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
| **SALES REPS** |  |  |  |
| **OFFICE STAFF** |  |  |  |
| **MANAGEMENT** |  |  |  |
| **CONSULTANTS** |  |  |  |
| **PARTNERS** |  |  |  |
| **HEADCOUNT TOTAL** |  |  |  |

## SALARY & WAGES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
| **SALES REPS** |  |  |  |
| **OFFICE STAFF** |  |  |  |
| **MANAGEMENT** |  |  |  |
| **CONSULTANTS** |  |  |  |
| **PARTNERS** |  |  |  |
| **SALARY & WAGES TOTAL** |  |  |  |

## STAFF EXPENSES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
| **SOCIAL SECURITY** |  |  |  |
| **BENEFITS** |  |  |  |
| **HOLIDAY PAY** |  |  |  |
| **OTHER** |  |  |  |
| **OTHER** |  |  |  |
| **STAFF EXPENSES TOTAL** |  |  |  |

# IMPLEMENTATION EXPENSE

One-Time Expenses, Fixed Assets, Etc.

## START-UP EXPENSES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **START-UP EXPENSES TOTAL** |  |  |  |

## ASSET PURCHASES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **ASSET PURCHASES TOTAL** |  |  |  |

# FINANCIAL PROJECTIONS

## PERFORMANCE MEASURES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## 

## INCOME STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## BALANCE SHEETS

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## CASH-FLOW STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## PERFORMANCE MEASURES

|  |  |  |  |
| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |