

Business Name Here

Say what you do, in one line

Executive Summary

What you do:

Who you serve:

How you make money:

Target Market

Who are your customers?

Where do you currently buy from?

Why would they switch to you?

Offer + Pricing

Core product/service:

Additional offerings (if any):

Price ranges:

Bundles or packages:

Operations

Where you work:

How you fulfill orders or deliver services:

Tools, equipment, or space needed:

Offer + Pricing

Startup costs:

Ongoing monthly expenses:

Revenue goals (monthly/annual):

Break-even estimate:

Funding needed (if any):