**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** |
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|  |  |  |  |
| **TOTAL** |  |  |  |

## GROSS-MARGIN PERCENTAGE

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

## COST OF SALES

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

# 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

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

## ASSET PURCHASES

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

# FINANCIAL PROJECTIONS

## PERFORMANCE MEASURES

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

## INCOME STATEMENTS

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| **DESCRIPTION** | **2020** | **2021** | **2022** |
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## BALANCE SHEETS

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| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
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## CASH-FLOW STATEMENT

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| --- | --- | --- | --- |
| **DESCRIPTION** | **2020** | **2021** | **2022** |
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## PERFORMANCE MEASURES

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