

YOUR STARTUP

LOGO

YOUR\_COMPANY\_NAME .

*YOUR\_PRODUCT\_OR\_SERVICE\_DESCRIPTION .*

Business Plan

YOUR\_COVER\_PAGE\_DATE .

**YOUR\_FIRST\_NAME\_AND\_LAST\_NAME .**

YOUR\_EMAIL\_ADDRESS .

YOUR\_PHONE\_NUMBER .

YOUR\_INTERNET\_ADDRESS .

YOUR\_POST\_ADDRESS .

*YOUR\_COVER\_PAGE\_LEGAL\_DISCLOSURE .*

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# Executive Summary

## Company and Market Overview

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## Target Customer

FINAL\_BP\_EXECUTIVE\_SUMMARY\_TARGET\_CUSTOMER

## Management Team

FINAL\_BP\_EXECUTIVE\_SUMMARY\_MANAGEMENT\_TEAM

## Board / Advisors

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_EXECUTIVE\_SUMMARY\_BOARD\_ADVISORS

## Market Problem & Solution

FINAL\_BP\_EXECUTIVE\_SUMMARY\_MARKET\_PROBLEM\_AND\_SOLUTION

## Significant Recent Company Milestone

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_EXECUTIVE\_SUMMARY\_SIGNIFICANT\_RECENT\_COMPANY\_MILESTONE

## Product Image

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT)

FINAL\_BP\_EXECUTIVE\_SUMMARY\_PRODUCT\_IMAGE

THIS FOOTNOTE BELOW IS OPTIONAL AS IT IS THE FOOTNOTE FOR YOUR ANSWER ABOVE FOR THE COMPANY AND MARKET OVERVIEW (IF YOU WANT, DELETE THE LINE BELOW THIS TEXT…MEANING IF YOU DON’T HAVE A FOOTNOTE FOR YOUR ANSWER TO THE COMPANY AND MARKET OVERVIEW.)

*FINAL\_BP\_EXECUTIVE\_SUMMARY\_COMPANY\_AND\_MARKET\_OVERVIEW\_DATA\_SOURCE\_FOOTNOTE*

# Management Team Overview

## Management Team

[Please click me to watch a video on how to complete this part of your business plan](http://harounventures.com/bpphotosandlogos). I will show you how to easily insert images of yourself and your employees and how to quickly format this area (we will remove the borders on the tables below together after you paste the contents into the tables below).

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_YOUR\_TITLE\_AND\_YOUR\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_YOU | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_YOUR\_BIO |
| FINAL\_BP\_YOUR\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR FIRST EMPLOYEE – WHICH I LABELED AT EMP1 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 1)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP1\_TITLE\_AND\_EMP1\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP1 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP1\_BIO |
| FINAL\_BP\_EMP1\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR SECOND EMPLOYEE – WHICH I LABELED AT EMP2 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 2)

|  |  |
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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP2\_TITLE\_AND\_EMP2\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP2 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP2\_BIO |
| FINAL\_BP\_EMP2\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR THIRD EMPLOYEE – WHICH I LABELED AT EMP3 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 3)

|  |  |
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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP3\_TITLE\_AND\_EMP3\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP3 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP3\_BIO |
| FINAL\_BP\_EMP3\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR FOURTH EMPLOYEE – WHICH I LABELED AT EMP4 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 4)

|  |  |
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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP4\_TITLE\_AND\_EMP4\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP4 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP4\_BIO |
| FINAL\_BP\_EMP4\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR FIFTH EMPLOYEE – WHICH I LABELED AT EMP5 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 5)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP5\_TITLE\_AND\_EMP5\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP5 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP5\_BIO |
| FINAL\_BP\_EMP5\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR SIXTH EMPLOYEE – WHICH I LABELED AT EMP6 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 6)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP6\_TITLE\_AND\_EMP6\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP6 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP6\_BIO |
| FINAL\_BP\_EMP6\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR SEENTH EMPLOYEE – WHICH I LABELED AT EMP7 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 7)

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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP7\_TITLE\_AND\_EMP7\_NAME | |
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| FINAL\_BP\_PIC\_EMP7 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP7\_BIO |
| FINAL\_BP\_EMP7\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR EIGTH EMPLOYEE – WHICH I LABELED AT EMP8 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 8)

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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP8\_TITLE\_AND\_EMP8\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP8 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP8\_BIO |
| FINAL\_BP\_EMP8\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR NINTH EMPLOYEE – WHICH I LABELED AT EMP9 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 9)

|  |  |
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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP9\_TITLE\_AND\_EMP9\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP9 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP9\_BIO |
| FINAL\_BP\_EMP9\_LOGOS |

BELOW IS OPTIONAL AS IT IS THE DETAILS OF YOUR TENTH EMPLOYEE – WHICH I LABELED AT EMP10 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT ABOUT EMPLOYEE 10)

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| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP10\_TITLE\_AND\_EMP10\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_EMP10 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMP10\_BIO |
| FINAL\_BP\_EMP10\_LOGOS |

## Board/Advisors

BELOW IS OPTIONAL AS IT CONTAINS THE DETAILS OF YOUR 3 BOARD/ADVISORS, WHICH ARE LABELED AS BRD1, BRD2 AND BRD3 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT AS WELL AS THE TITLE ABOVE THIS TEXT IF IT IS NOT APPLICABLE)

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD1\_TITLE\_AND\_BRD1\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_BRD1 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD1\_BIO |
| FINAL\_BP\_BRD1\_LOGOS |

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD2\_TITLE\_AND\_BRD2\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_BRD2 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD2\_BIO |
| FINAL\_BP\_BRD2\_LOGOS |

|  |  |
| --- | --- |
| FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD3\_TITLE\_AND\_BRD3\_NAME | |
|  |  |
| FINAL\_BP\_PIC\_BRD3 | FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_BRD3\_BIO |
| FINAL\_BP\_BRD3\_LOGOS |

## Outsourced Partners

BELOW IS OPTIONAL AS IT CONTAINS THE DETAILS OF YOUR 5 OUTSOURCED PARTNERS, WHICH ARE LABELED AS PARTNER1, PARTNER2, PARTNER3, PARTNER4 AND PARTNER5 (IF YOU WANT, DELETE THE INFORMATION BELOW THIS TEXT AS WELL AS THE TITLE ABOVE THIS TEXT IF IT IS NOT APPLICABLE)

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER1\_TITLE\_AND\_PARTNER1\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER1\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER2\_TITLE\_AND\_PARTNER2\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER2\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER3\_TITLE\_AND\_PARTNER3\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER3\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER4\_TITLE\_AND\_PARTNER4\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER4\_BIO

### FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER5\_TITLE\_AND\_PARTNER5\_NAME

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_PARTNER5\_BIO

## Employee Recruiting Strategy

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMPLOYEE\_RECRUITING\_STRATEGY

## Employee Incentivizing, Motivation and Retention Strategy

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_EMPLOYEE\_INCENTIVIZING\_MOTIVATION\_AND\_RETENTION\_STRATEGY

## Additional Resources to Hire

FINAL\_BP\_MANAGEMENT\_TEAM\_OVERVIEW\_ADDITIONAL\_RESOURCES\_TO\_HIRE

# Product/Service

## Product/Service Overview

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_OVERVIEW

## Quality Control

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_QUALITY\_CONTROL

## Packaging

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_PACKAGING

## Production

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_PRODUCTION

## Current Price Strategy

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_CURRENT\_PRICE\_STRATEGY

## Future Price Strategy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_FUTURE\_PRICE\_STRATEGY

## Bundle Price Strategy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_BUNDLE\_PRICE\_STRATEGY

## Volume Discounts

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_VOLUME\_DISCOUNTS

## Financing

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_FINANCING

## Freemium or Premium Pricing Strategy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_FREEMIUM\_OR\_PREMIUM\_PRICING\_STRATEGY

## Input Prices

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_INPUT\_PRICES

## Distribution Strategy

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_DISTRIBUTION\_STRATEGY

## Return Policy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_PRODUCT\_OR\_SERVICE\_RETURN\_POLICY

**Customer and Market Commentary**

## Who is the Customer?

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_WHO\_IS\_THE\_CUSTOMER

## Customer Concentration

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_CONCENTRATION

## Customer Attainment Strategy

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_ATTAINMENT\_STRATEGY

## Customer Survey Research

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_SURVEY\_RESEARCH

## Customer Service

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_SERVICE

## Customer Response Time

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_RESPONSE\_TIME

## Customer Loyalty Program

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_LOYALTY\_PROGRAM

## Customer Profile Documentation

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_CUSTOMER\_PROFILE\_DOCUMENTATION

## General Industry Trends / Drivers

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_GENERAL\_INDUSTRY\_TRENDS\_DRIVERS

## Industry Risks

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_INDUSTRY\_RISKS

## Warranty Policy

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_WARRANTY\_POLICY

## Industry Search Trends

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_INDUSTRY\_SEARCH\_TRENDS

## Barriers to Entry

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_BARRIERS\_TO\_ENTRY

## Total Addressable Market (T.A.M.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_TOTAL\_ADDRESSABLE\_MARKET

## Percent of the T.A.M. We Plan on Capturing in 5 Years

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_PERCENT\_TAM\_WE\_PLAN\_ON\_CAPTURING\_IN\_5\_YEARS

## Seasonality

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_CUSTOMER\_AND\_MARKET\_SEASONALITY

# Competition

## Largest Competitor Description

FINAL\_BP\_COMPETITION\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of Largest Competitor

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_LARGEST\_COMPETITOR

## Weaknesses of Largest Competitor

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_LARGEST\_COMPETITOR

## 2nd Largest Competitor Description

FINAL\_BP\_COMPETITION\_2ND\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 2nd Largest Competitor

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_2ND\_LARGEST\_COMPETITOR

## Weaknesses of 2nd Largest Competitor

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_2ND\_LARGEST\_COMPETITOR

## 3rd Largest Competitor Description

FINAL\_BP\_COMPETITION\_3RD\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 3rd Largest Competitor

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_3RD\_LARGEST\_COMPETITOR

## Weaknesses of 3rd Largest Competitor

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_3RD\_LARGEST\_COMPETITOR

## 4th Largest Competitor Description

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_4TH\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 4th Largest Competitor

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_4TH\_LARGEST\_COMPETITOR

## Weaknesses of 4th Largest Competitor

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_4TH\_LARGEST\_COMPETITOR

## 5th Largest Competitor Description

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_5TH\_LARGEST\_COMPETITOR\_DESCRIPTION

## Strengths of 5th Largest Competitor:

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_STRENGTHS\_OF\_5TH\_LARGEST\_COMPETITOR

## Weaknesses of 5th Largest Competitor

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_COMPETITION\_WEAKNESSES\_OF\_5TH\_LARGEST\_COMPETITOR

## Discussion of Our Strengths Compared to the Competition's Strengths

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_STRENGTHS\_COMPARED\_TO\_THE\_COMPETITIONS\_STRENGTHS

## Discussion of Our Weaknesses Compared to the Competition's Weaknesses

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_WEAKNESSES\_COMPARED\_TO\_THE\_COMPETITIONS\_WEAKNESSES

## Discussion of Our Management Compared to the Competition's Management

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_MANAGEMENT\_COMPARED\_TO\_THE\_COMPETITIONS\_MANAGEMENT

## Discussion of Our Price Strategy Compared to the Competition's Price Strategy

FINAL\_BP\_COMPETITION\_DISCUSSION\_OF\_OUR\_PRICE\_STRATEGY\_COMPARED\_TO\_THE\_COMPETITIONS\_PRICE\_STRATEGY

# Go-to Market Strategy

## Online Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_ONLINE\_DISTRIBUTION\_STRATEGY

## Offline Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_OFFLINE\_DISTRIBUTION\_STRATEGY

## Direct Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_DIRECT\_DISTRIBUTION\_STRATEGY

## Indirect Distribution Strategy

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_INDIRECT\_DISTRIBUTION\_STRATEGY

## Cost of Distribution

FINAL\_BP\_GO\_TO\_MARKET\_STRATEGY\_COST\_OF\_DISTRIBUTION

# Sales and Marketing Strategy

## Sales Strategy

### Sales Force Structure

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_SALES\_FORCE\_STRUCTURE

### Sales Force Incentives

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_SALES\_FORCE\_INCENTIVES

### Sales Force Registration / License Certification

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_SALES\_FORCE\_REGISTRATION\_OR\_LICENSE\_CERTIFICATION

## Marketing Strategy

### Online Marketing (Social Media) Strategy

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_ONLINE\_MARKETING\_SOCIAL\_MEDIA\_STRATEGY

### Lead Generation Strategy

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_LEAD\_GENERATION\_STRATEGY

### Offline Media Strategy

«

FINAL\_BP\_SALES\_AND\_MARKETING\_STRATEGY\_OFFLINE\_MEDIA\_STRATEGY

# Milestones

## Future Milestones

### Future Products or Services Milestones

FINAL\_BP\_MILESTONES\_FUTURE\_PRODUCTS\_OR\_SERVICES\_MILESTONES

### Future Revenue Milestones

FINAL\_BP\_MILESTONES\_FUTURE\_REVENUE\_MILESTONES

### Future Break-Even Milestone

FINAL\_BP\_MILESTONES\_FUTURE\_BREAK\_EVEN\_MILESTONE

### Units Sales Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_UNITS\_SALES\_MILESTONES

### TAM Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_TAM\_MILESTONES

### Profit Margins Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_PROFIT\_MARGINS\_MILESTONES

### Geographic Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_GEOGRAPHIC\_MILESTONES

### Other Future Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_OTHER\_FUTURE\_MILESTONES

### Future Exit Strategy Milestones

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_FUTURE\_EXIT\_STRATEGY\_MILESTONES

## Past Milestones Achieved

### Revenue Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_REVENUE\_MILESTONES\_ACHIEVED

### Units Sales Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_UNITS\_SALES\_MILESTONES\_ACHIEVED

### TAM Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_TAM\_MILESTONES\_ACHIEVED

### Break Even Milestone Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_BREAK\_EVEN\_MILESTONE\_ACHIEVED

### Profit Margins Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_PROFIT\_MARGINS\_MILESTONES\_ACHIEVED

### Products or Services Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_PRODUCTS\_OR\_SERVICES\_MILESTONES\_ACHIEVED

### Geographic Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_GEOGRAPHIC\_MILESTONES\_ACHIEVED

### Other Milestones Achieved

THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT AND DELETE THE LINE BELOW THIS TEXT.)

FINAL\_BP\_MILESTONES\_OTHER\_MILESTONES\_ACHIEVED

# Other / Miscellaneous (i.e., Risks)

## Future Technology Development Risks that Can Impact Our Business Model

FINAL\_BP\_OTHER\_MISCELLANEOUS\_FUTURE\_TECHNOLOGY\_DEVELOPMENT\_RISKS\_THAT\_CAN\_IMPACT\_OUR\_BUSINESS\_MODEL

## Future Competition Risks

FINAL\_BP\_OTHER\_MISCELLANEOUS\_FUTURE\_COMPETITION\_RISKS

## Macroeconomic Developments Risks

FINAL\_BP\_OTHER\_MISCELLANEOUS\_MACROECONOMIC\_DEVELOPMENTS\_RISKS

## Disaster Recovery Strategy

FINAL\_BP\_OTHER\_MISCELLANEOUS\_DISASTER\_RECOVERY\_STRATEGY

## Other Potential Risks

FINAL\_BP\_OTHER\_MISCELLANEOUS\_OTHER\_POTENTIAL\_RISKS

## What is the Most Misunderstood Aspect of Our Business Model?

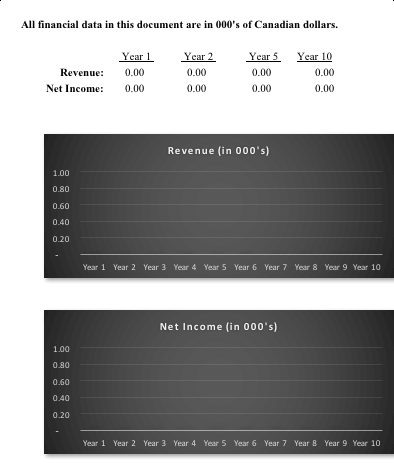
THIS TOPIC IS OPTIONAL (IF YOU WANT, DELETE THE TITLE ABOVE THIS TEXT FINAL\_BP\_OTHER\_MISCELLANEOUS\_WHAT\_IS\_THE\_MOST\_MISUNDERSTOOD\_ASPECT\_OF\_OUR\_BUSINESS\_MODEL

# Financials

## Revenue and Net Income Forecast Highlights

Please cut and paste the all caps line of text below this paragraph into the formula bar in your business plan Excel dashboard document. Then select copy in Excel and then paste special below this paragraph as a Picture. (If you can’t see the data in Excel, make sure that you select the “+” options on the Excel tab called “FINAL OUTPUT Business Plan. The image that you paste, should look like the sample one that you see below (delete the sample image below). Thanks

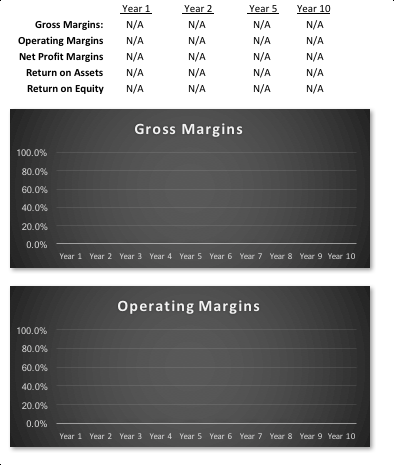
FINAL\_BP\_FINANCIALS\_REVENUE\_AND\_NET\_INCOME\_FORECAST\_HIGHLIGHTS



## Financial Ratios

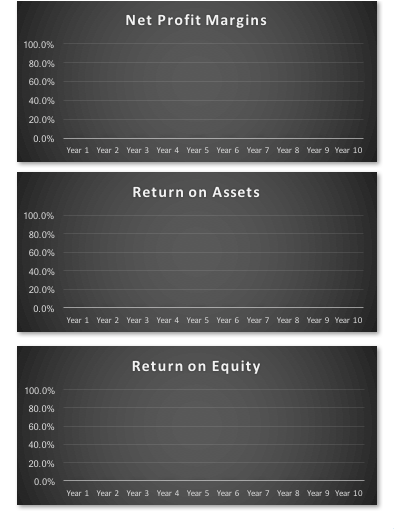
Please repeat what you did on the previous page with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (delete the sample image below). Thanks:

FINAL\_BP\_FINANCIALS\_RATIOS\_1



Please repeat what you did on the previous page with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (delete the sample image below). Thanks:

FINAL\_BP\_FINANCIALS\_RATIOS\_2



## Monthly Revenue Forecast

Please repeat what you did on the previous page with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_MONTHLY\_REVENUE\_FORECAST



## Quarterly Revenue Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_REVENUE\_FORECAST



## Annual Revenue Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_REVENUE\_FORECAST



## Monthly Operating Income Expenses Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_MONTHLY\_OPERATING\_INCOME\_EXPENSE\_FORECAST



## Annual Operating Income Expenses Forecast

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_OPERATING\_INCOME\_EXPENSE\_FORECAST



## Quarterly Income Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_INCOME\_STATEMENT\_FORECAST



## Annual Income Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_INCOME\_STATEMENT\_FORECAST



## Quarterly Balance Sheet

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_BALANCE\_SHEET\_FORECAST



## Annual Balance Sheet

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_BALANCE\_SHEET\_FORECAST



## Quarterly Cash Flow Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_QUARTERLY\_CASH\_FLOW\_STATEMENT\_FORECAST



## Annual Cash Flow Statement

Please repeat what you did on the previous page(s) with the line all in caps after this paragraph. The image that you paste should look like the sample one that you see below (Delete the sample image below. If it’s difficult to read the data for any financial statements in this entire document, then rotate the image that is tough to read so you can view the page in landscape mode instead of portrait mode). Thanks:

FINAL\_BP\_FINANCIALS\_ANNUAL\_CASH\_FLOW\_STATEMENT\_FORECAST

****

# Appendix

## Employee #1 Resume

I recommend pasting special as an image as many of your appendix items as you can, while ensuring that the size of this document does not get too large (if you intend to email your document).

## Employee #2 Resume

## Employee #3 Resume

## Employee #4 Resume

## Employee #5 Resume

## Employee #6 Resume

## Employee #7 Resume

## Employee #8 Resume

## Employee #9 Resume

## Employee #10 Resume

## Outsourced Partners #1 Resume

## Outsourced Partners #2 Resume

## Outsourced Partners #3 Resume

## Outsourced Partners #4 Resume

## Outsourced Partners #1 Resume

## Marketing Materials (Brochures)

## Customer Testimonials/References

## Additional Appendix Items