

Business Plan

A short, living plan — fill it in and update as you learn.

Business name & date

Business name _____

Owner _____

Date _____

1 • Executive summary

In a few sentences: what you do, for whom, and why it will work.

2 • The problem & your solution

3 • Your customer

Who exactly they are _____

Where they already look _____

About how many _____

4 • Offer, price & costs

What you offer _____

Your price _____

Cost per unit _____

Margin _____

5 • How you'll find customers

6 • Goals (30 / 60 / 90 days)

By day 30 _____

By day 60 _____

By day 90 _____

7 • Money needed to start

What you need it for _____

Amount _____

Where it comes from _____