

Lean Business Plan Template

IDENTITY

Introduce your company, its products, and the target customer

What Problems You'll Solve Tell your reader what problems you will solve.	How You Will Solve The Problem List all the ways you will solve the problem your target market is facing
Your Target Market List your target market and name your customer groups	Who Is Your Competitor List your direct and indirect competitor
How Will You Bring Sales Outline your sales process and document how one sale cycle will complete	How You Will Market Your Business what marketing methods and channels you will use?
Revenue Streams How will you make money?	Expenses Where will you spend your money?

Business Milestones

Milestone 1

Milestone 2

Milestone 3

Milestone 4

Milestone 5

Your Team And Key Players

- List your key people here

Business Partners

- List your business partners, investors, lenders, suppliers, etc.

