

# LEAN BUSINESS PLAN TEMPLATE FOR STARTUPS



## BUSINESS / INDUSTRY OVERVIEW

## PRODUCT / SERVICE OFFERING

## PROBLEM & SOLUTION

## ALTERNATIVES AVAILABLE IN THE MARKET

## UNIQUE VALUE PROPOSITION

FUNDING NEEDS (HOW MUCH YOU NEED AND HOW YOU'LL USE IT)

TARGET AUDIENCE SEGMENTS

MARKETING CHANNELS

COST STRUCTURE

SOURCES OF REVENUE



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