**LEAN BUSINESS PLAN TEMPLATE FOR STARTUPS**

# BUSINESS / INDUSTRY OVERVIEW

| Hj,hj, |
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# PRODUCT / SERVICE OFFERING

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# PROBLEM & SOLUTION

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# ALTERNATIVES AVAILABLE IN THE MARKET

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# UNIQUE VALUE PROPOSITION

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

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# TARGET AUDIENCE SEGMENTS

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# MARKETING CHANNELS

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# COST STRUCTURE

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# SOURCES OF REVENUE

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# KEY METRICS FOR YOUR BUSINESS

| **ACTIVITY** | **DESCRIPTION** | **PERFORMANCE METRIC** |
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# TIMELINE FOR BUSINESS ACTIVITIES

| **ACTIVITY** | **DESCRIPTION** | **START DATE** | **END DATE** |
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