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**SIMPLE BUSINESS PLAN TEMPLATE FOR STARTUPS AND SMALL BUSINESSES**

# BUSINESS / INDUSTRY OVERVIEW

| Hj,hj, |
| --- |

# YOUR PRODUCT OR SERVICE OFFERING

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# PROBLEM STATEMENT & OFFERED SOLUTION

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# ALTERNATIVES AVAILABLE IN THE MARKET

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# UNIQUE VALUE PROPOSITION OF YOUR OFFERING

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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 OF YOUR STARTUP

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| --- |

# SOURCES OF REVENUE

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# KEY PERFORMANCE METRICS FOR YOUR BUSINESS

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

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