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SIMPLE BUSINESS PLAN TEMPLATE FOR STARTUPS AND SMALL BUSINESSES



BUSINESS / INDUSTRY OVERVIEW

YOUR PRODUCT OR SERVICE OFFERING

PROBLEM STATEMENT & OFFERED SOLUTION

ALTERNATIVES AVAILABLE IN THE MARKET

UNIQUE VALUE PROPOSITION OF YOUR OFFERING

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

TARGET AUDIENCE SEGMENTS

MARKETING CHANNELS

COST STRUCTURE OF YOUR STARTUP

SOURCES OF REVENUE

KEY PERFORMANCE METRICS FOR YOUR BUSINESS

TIMELINE FOR BUSINESS ACTIVITIES

DISCLAIMER

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