

Name: _____

Company Description

Company Name:

Why are you starting this company?

What experience do you have in this industry?

BRAINSTORM

Business Goals:	Mission Statement:
Products/Services Provided:	Customers You Plan to Serve:

Discuss how your business will stand out from the others in the industry.

Discuss how the products and/or services you're providing will be helpful to your target audience.

Market Analysis

Give an explanation of the need or problem that your business will address.

How will your business provide a solution to that need or problem?

BRAINSTORM

Target Audience Descriptors:

Competitive Analysis

BRAINSTORM *What are businesses who offer similar products or services?*

Direct Competitors:

Indirect Competitors:

Explain how your business will compare/compete with them.

Description of Management and Organization

List Management Team members and their job responsibilities.

List Advisors and what you hope to gain through working with them.

Breakdown of Your Products and Services

List more details about your products and services, as well as how much input cost (considering time AND materials) estimated to be required.

Marketing Plan

BRAINSTORM *How do you plan to promote your business?*

Social Media:	In-Person:
Online:	Print:

Sales Strategy

BRAINSTORM *Who will be selling your products or services and how?*

Who:	How:
------	------

Funding

BRAINSTORM *How do you plan to use the capital provided and how will it turn into revenue?*

Ways To Use Capital:	How It Could Create Revenue:
----------------------	------------------------------

Disclosures

List any additional information about your company.