



# BUSINESS PLAN TEMPLATE

## SECTION 1: IDENTITY

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### Company Name & Tagline

*What is the official name of your business and a short, catchy phrase that sums up what you do?*

### Mission Statement

*Why does your business exist? Who do you serve, and what is the primary impact you aim to make?*

### Vision Statement

*What does the world look like if you succeed? What is the long-term goal of your company?*

### Core Values

*List the 3-5 non-negotiable principles that guide your decisions and behavior.*

## SECTION 2: MARKET & STRATEGY

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### Problem & Solution

*What specific pain point do your customers face? How exactly does your product or service solve it?*

### Target Market

*Describe your ideal client: Age, location, income, and their internal motivations or fears.*

### Competitive Landscape

*Who else provides similar solutions? Why is your approach better or different?*

## SECTION 3: ANALYSIS & OFFERINGS

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### SWOT Analysis

*Assess your internal strengths/weaknesses and external opportunities/threats.*

#### STRENGTHS

#### WEAKNESSES

#### OPPORTUNITIES

#### THREATS

### Revenue Streams (Product Tiers)

*Define your offerings. What is your low-cost entry point? Mid-tier? Premium offer?*

# SECTION 4: EXECUTION

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## The Team & Tech Stack

*Who is involved and what is their role? What software or tools will you use to run operations?*

## Lead Generation & Marketing Activities

*How will you find new clients? (Social media, Networking, Newsletters, Referrals, etc.)*

## Success Milestones (The Game Plan)

*Break your growth into phases: 1. Foundational Setup, 2. Brand Launch, 3. Scale/Growth.*