

Business Overview

Describe your business. What is your mission statement? What is your vision statement? What problem are you solving?

Industry Analysis/Market Research

What industry are you in? What does the future for your industry look like? Who are your competitors? Include statistics

Target Market

Who is your target audience? What characteristics do your ideal customers share? Look for patterns.

Marketing Plan

Which channels and platforms will you use to reach and convert your target audience? How will new customers find out about your business?

Operations and Bookkeeping

An overview of how your business will run its daily activities and manage its sales records.

Team

Tell us about your team and why they're awesome

Financial Summary

Describe your company's financial status. Use information directly from the Income Statement, P&L Statement, Balance Sheet, Cashflow Statement, and Financial Projections.

Products and Services

Tell us about your product or services. What makes your products or services valuable?

Start-up Costs

Include the essential expenses required to open your business. Do not include expenses that can be addressed after the business is operational.