

## 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.