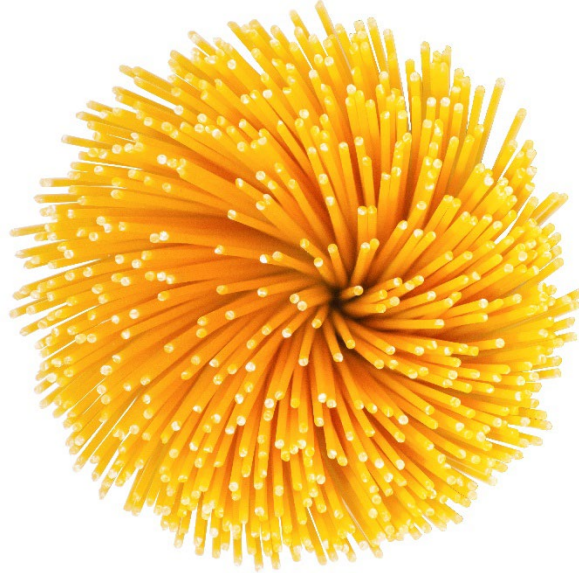


# Startup Business Plan Template



# Startup Business Plan

Prepared By:  
Date Prepared:

# CONTENTS

Executive Summary ..... 3

Key Business Metrics ..... 3

Business Overview ..... 4

Startup Snapshot ..... 5

SWOT Analysis ..... 6

Target Market ..... 6

Product or Service Offerings ..... 7

Marketing and Sales Plan ..... 8

Competitive Positioning..... 8

Team and Hiring Plan..... 8

Quarterly Performance ..... 9

Financial Plan..... 9

Timeline and Milestones..... 10

Appendices and Supporting Documents ..... 10

# Executive Summary

## Purpose of the Plan

## Business Objectives

## Key Business Metrics

Metric	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual Total
Revenue (\$)					
Customer acquisition cost (\$)					
Customer (#)					

# Business Overview

## Mission

## Vision

## Core Offerings

## Key Business Goals

## Startup Snapshot

### Founding Insight

### Startup Stage

### Funding to Date

# SWOT Analysis

Strengths	Weaknesses

Opportunities	Threats

## Target Market

### Customer Segments

### Market Opportunity

## Key Customer Groups

Segment	Size (\$ or %)	Key Needs	Channel

## Product or Service Offerings

### Core Offerings

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## Quarterly Execution Timeline

Quarter	Initiative	Milestone
Q1		
Q2		
Q3		
Q4		

## Marketing and Sales Plan

### Marketing Strategy

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### Sales Approach

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## Competitive Positioning

### Competitor Overview

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### Differentiators

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## Team and Hiring Plan

### Leadership Overview

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### Key Roles and Gaps

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### Projected Headcount

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# Quarterly Performance

Quarter	Goal	KPIs
Q1		
Q2		
Q3		
Q4		

## Financial Plan

### Overview

--

### Quarterly Projections

Metric	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual Total
Revenue (\$)					
Customer acquisition cost (\$)					
Customer (#)					

Timeline and Milestones

Quarter	Strategic Goal	Key Initiative	Milestone
Q1			
Q2			
Q3			
Q4			

Appendices and Supporting Documents

Document Type	Description

Provided by Smartsheet, Inc.

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