****

**Startup Business Plan Template**



Startup Business Plan

**Company Name**

Prepared By: Name

Date Prepared: MM/DD/YY

Contents

[Executive Summary 3](#_Toc201595344)

[Key Business Metrics 3](#_Toc201595345)

[Business Overview 4](#_Toc201595346)

[Startup Snapshot 5](#_Toc201595347)

[SWOT Analysis 6](#_Toc201595348)

[Target Market 6](#_Toc201595349)

[Product or Service Offerings 7](#_Toc201595350)

[Marketing and Sales Plan 8](#_Toc201595351)

[Competitive Positioning 8](#_Toc201595352)

[Team and Hiring Plan 8](#_Toc201595353)

[Quarterly Performance 9](#_Toc201595354)

[Financial Plan 9](#_Toc201595355)

[Timeline and Milestones 10](#_Toc201595356)

[Appendices and Supporting Documents 10](#_Toc201595357)

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

|  |
| --- |
|  |

Quarterly Execution Timeline

|  |  |  |
| --- | --- | --- |
| **Quarter** | **Initiative** | **Milestone** |
| Q1 |  |  |
| Q2 |  |  |
| Q3 |  |  |
| Q4 |  |  |

Marketing and Sales Plan

Marketing Strategy

|  |
| --- |
|  |

Sales Approach

|  |
| --- |
|  |

Competitive Positioning

Competitor Overview

|  |
| --- |
|  |

Differentiators

|  |
| --- |
|  |

Team and Hiring Plan

Leadership Overview

|  |
| --- |
|  |

Key Roles and Gaps

|  |
| --- |
|  |

Projected Headcount

|  |
| --- |
|  |

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** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |