

Startup Business Proposal Template

Startup  
Business  
Proposal

Proposal For	
Proposed By	
Contact Information	
Date	
Proposal ID	

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# Executive Summary

Client Overview	
Objective	
Proposed Solution	
Key Outcomes	
Call To Action	

Problem Statement and Market Opportunity

Current Situation	
Business Impact	
Source And Validation	

Startup Solution

Component	Explanation
Solution Title	
Overview	
Alignment to Need	
Key Features	
Optional Add-Ons	

## Business Model and Revenue Plan

Model Component	Description
Monetization Model	
Customer Segments	
Channels	
Current Traction	
Growth Potential	

## Benefits and Value Proposition

Benefit Category	Client Value
Operational	
Financial	
Strategic	
End-User Impact	
Support and Service	

Scope of Work and Deliverables

Phase	Description	Timeline	Owner
Phase 1			
Phase 2			
Phase 3			
Phase 4			

Pricing and Investment

Service / Item	Quantity / Period	Unit Cost	Line Total
Core Platform Access			
Integration and Onboarding			
Support and Maintenance			
Optional Add-Ons			
Total Investment			

Payment Terms	
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Timeline

Milestone	Target Date	Notes

# Terms and Conditions

Clause	Description
Proposal Validity	
Scope Changes	
Payment Terms	
Confidentiality	
Support Terms	

# Call to Action and Acceptance

Item	Description
Next Step	
Client Signature	
Provider Signature	
Primary Contact	

# Appendices

Appendix	Description
Appendix A	
Appendix B	
Appendix C	
Appendix D	



## **DISCLAIMER**

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