

# Startup Business Case Template

Company Name	
Date	

## 1. Market Problem

Briefly describe the pain point or unmet need in the market. Include stats, user quotes, or trends that validate the gap.

## 2. Product / Service Overview

Summarize the proposed offering and how it addresses the problem. Focus on what makes it different or better than current solutions.

## 3. Target Market

Define your core customer segments. Include size, location, or behavioral traits if known.

## 4. Business Model

How will the company make money? List revenue streams (subscriptions, licensing, transaction fees, etc.) and pricing strategy.

## 5. Go-To Market Strategy

Explain how you'll reach early customers. Include initial channels (e.g., digital ads, partnerships, direct sales) and user acquisition tactics.

## 6. Funding Requirements

State how much funding is needed, how it will be used, and over what period. Break down by category (e.g., marketing, operations).

## 7. Financial Forecast (12-24 months)

Summarize projected revenue, costs, and key metrics. Keep it high-level:

Total Revenue	Total Expenses	Expected Burn Rate	Months of Runway

## 8. Key Milestones

Highlight 3–5 major events or traction points you aim to hit.

Milestone	
Target Date	
Milestone	
Target Date	
Milestone	
Target Date	
Milestone	
Target Date	

## 9. Recommendation / Ask

Conclude with a clear statement of what you're seeking: e.g., "We are seeking \$500,000 in seed funding to support development, initial go-to-market efforts, and hiring."

## **DISCLAIMER**

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