**[](https://www.smartsheet.com/try-it?trp=12401&utm_source=template-word&utm_medium=content&utm_campaign=SEO)Startup Business Case Template**

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| --- | --- |
| **Company Name** |  |
| **Date** |  |

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| 1. Market Problem | | | |
| Briefly describe the pain point or unmet need in the market. Include stats, user quotes, or trends that validate the gap. | | | |
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| 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. | | | |
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| 3. Target Market | | | |
| Define your core customer segments. Include size, location, or behavioral traits if known. | | | |
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| 4. Business Model | | | |
| How will the company make money? List revenue streams (subscriptions, licensing, transaction fees, etc.) and pricing strategy. | | | |
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| 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. | | | |
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| 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). | | | |
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| 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 |
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| 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 |  | | |
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| 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." | | | |
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