

## BUSINESS OVERVIEW

OUR VISION	
OUR MISSION	
OUR PRODUCT/SERVICE	

TEAM MEMBER NAME	ROLE	RELEVANT EXPERIENCE

## MARKET ANALYSIS

OUR TARGET MARKET	
MARKET SIZE	
ALTERNATIVES	
OUR COMPETITIVE ADVANTAGE	

## MARKETING AND SALES PLAN

HOW OUR CUSTOMERS WILL LEARN ABOUT US	
HOW WE'LL ENCOURAGE THEM TO TELL OTHERS ABOUT US	
HOW WE'LL GET OUR PRODUCT SERVICE TO OUR CUSTOMERS	

## KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE	SUCCESS METRIC	GOAL DATE

## FINANCIAL PLAN

COST STRUCTURE	SOURCES OF REVENUE	HOW WE'LL STAY PROFITABLE

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