

GO-TO-MARKET PLAN FOR STARTUPS TEMPLATE

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GO-TO-MARKET PLAN



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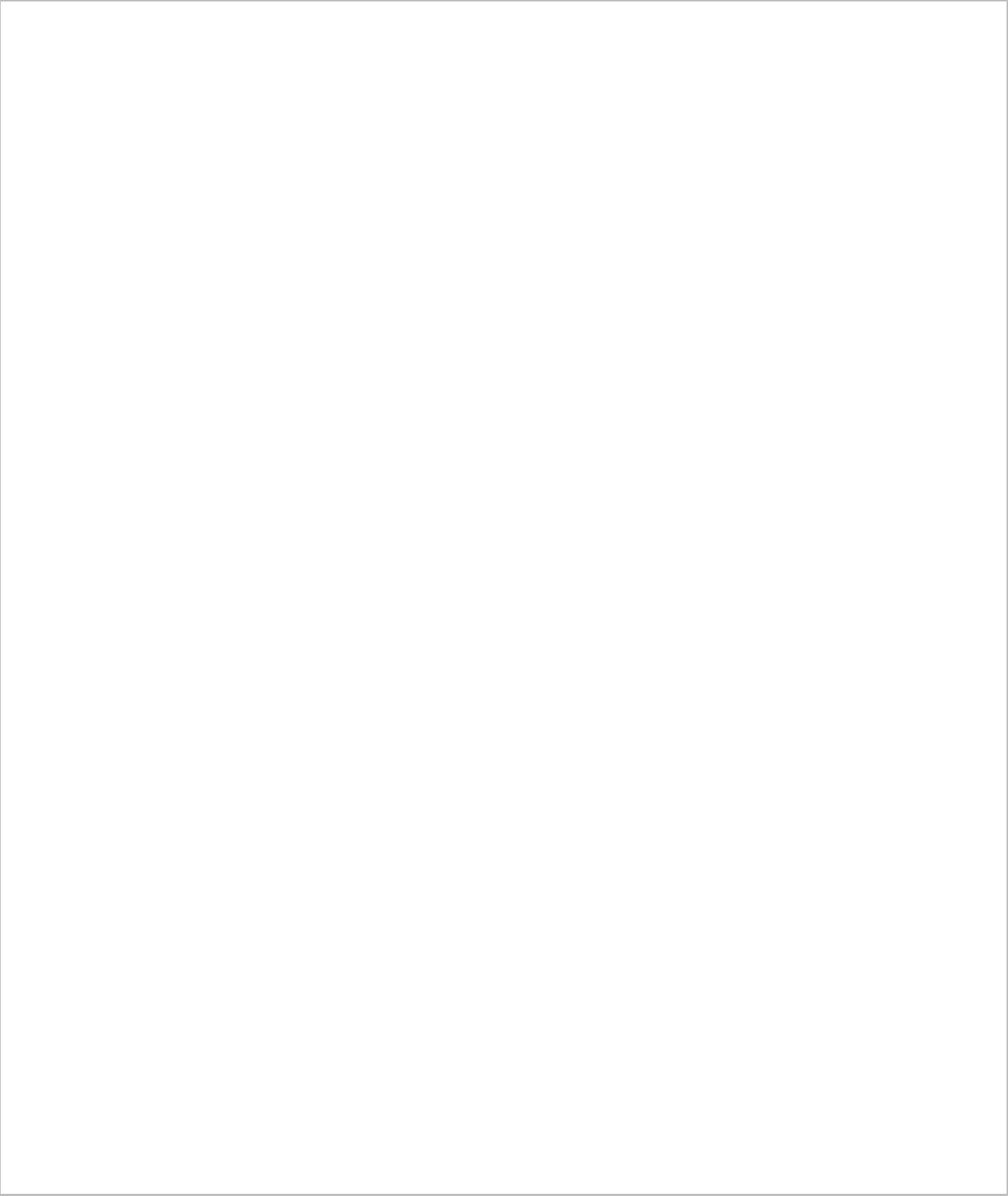
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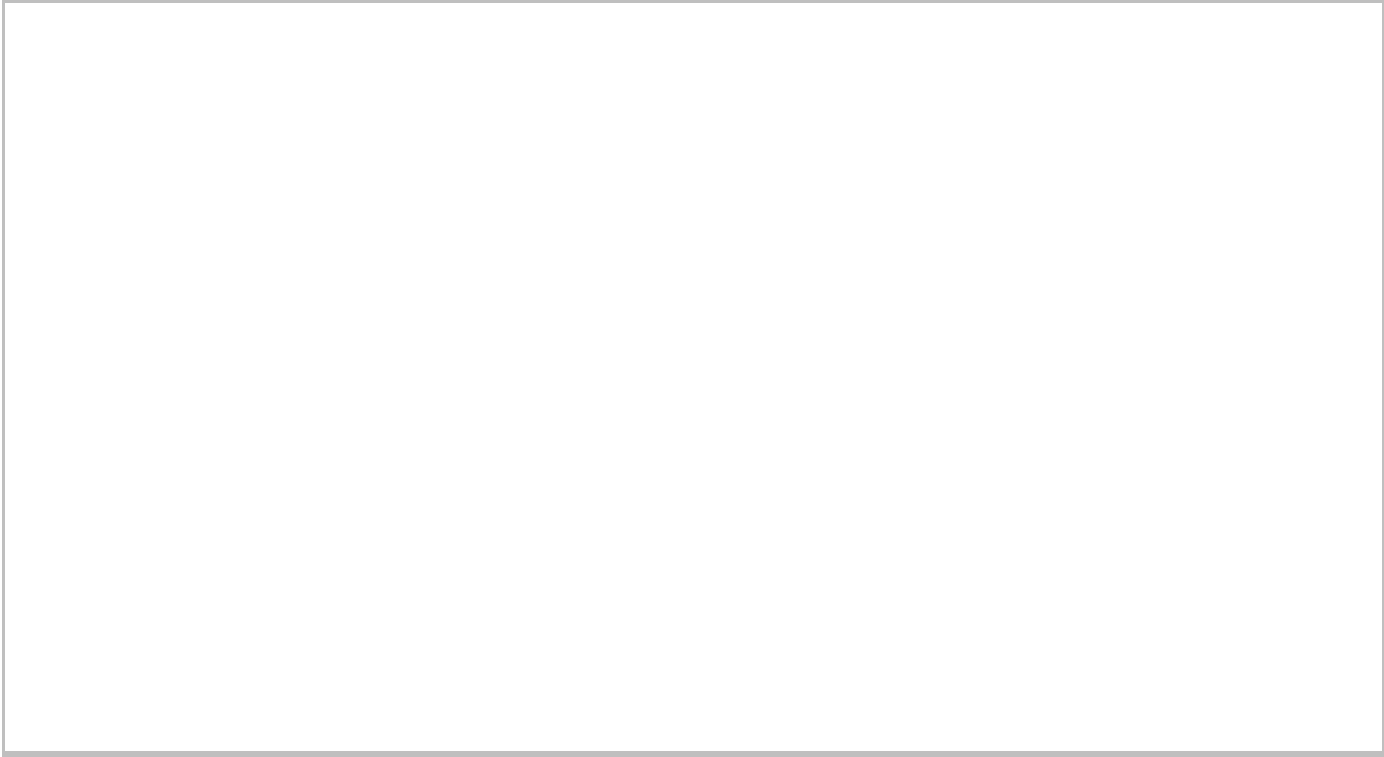
1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

A large, empty rectangular box with a thin black border, intended for the user to write the organization's mission statement.

3. VISION STATEMENT

A large, empty rectangular box with a thin black border, intended for the user to write the organization's vision statement.

4. SITUATIONAL ANALYSIS

4.1 5C ANALYSIS

4.1.1 COMPANY

4.1.2 COLLABORATORS

4.1.3 CUSTOMERS

4.1.4 COMPETITORS

4.1.5 CLIMATE

4.2 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

5. CORE CAPABILITIES

CAPABILITY ONE

CAPABILITY TWO

CAPABILITY THREE

6. GOALS

6.1 SHORT-TERM GOALS

6.1.1 FINANCIAL

6.1.2 PRODUCT

6.1.3 HUMAN RESOURCES

6.1.4 MARKETING

6.2 LONG-TERM GOALS

6.2.1 FINANCIAL

6.2.2 PRODUCT

6.2.3 HUMAN RESOURCES

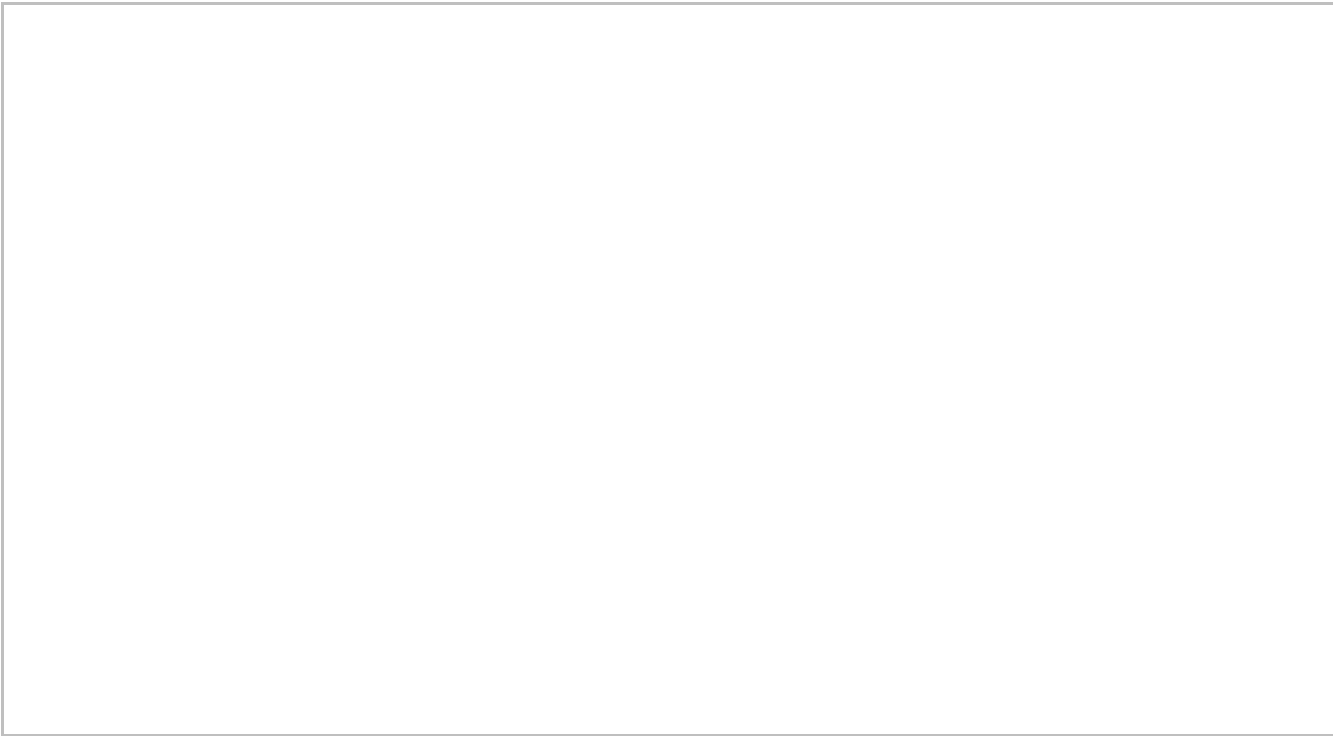
6.2.4 MARKETING

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the collection of information related to the target market.

7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for identifying and describing pain points related to the target market.

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

A large, empty rectangular box with a thin grey border, intended for the user to provide details about the buyer's buying cycle.

8.2 UNIQUE SELLING PROPOSITION (USP)


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8.3 BRANDING



8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT



8.4.2 PRICE



8.4.3 PLACE

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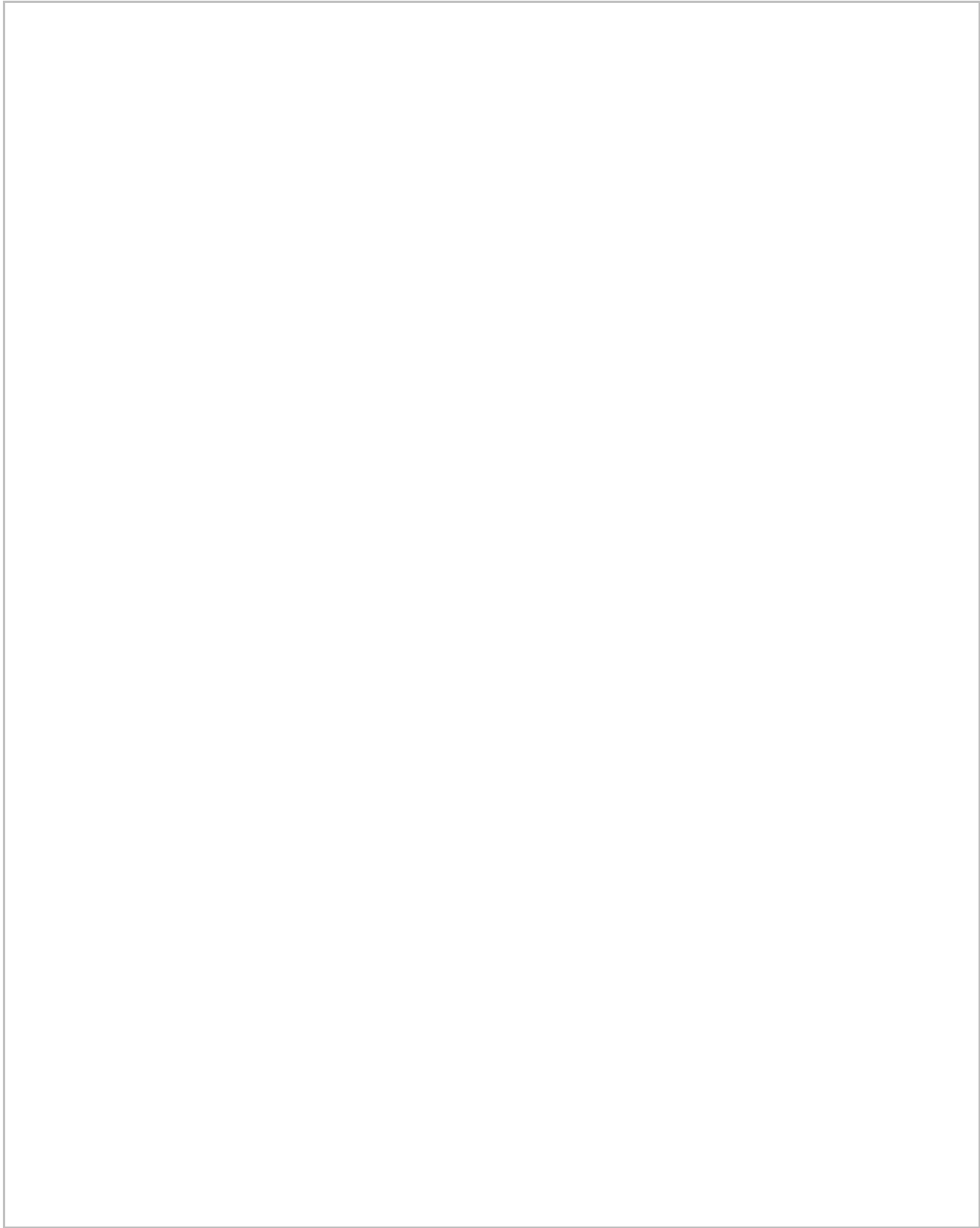
8.4.4 PROMOTION

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8.5 MARKETING CHANNELS

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8.6 BUDGET



9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE

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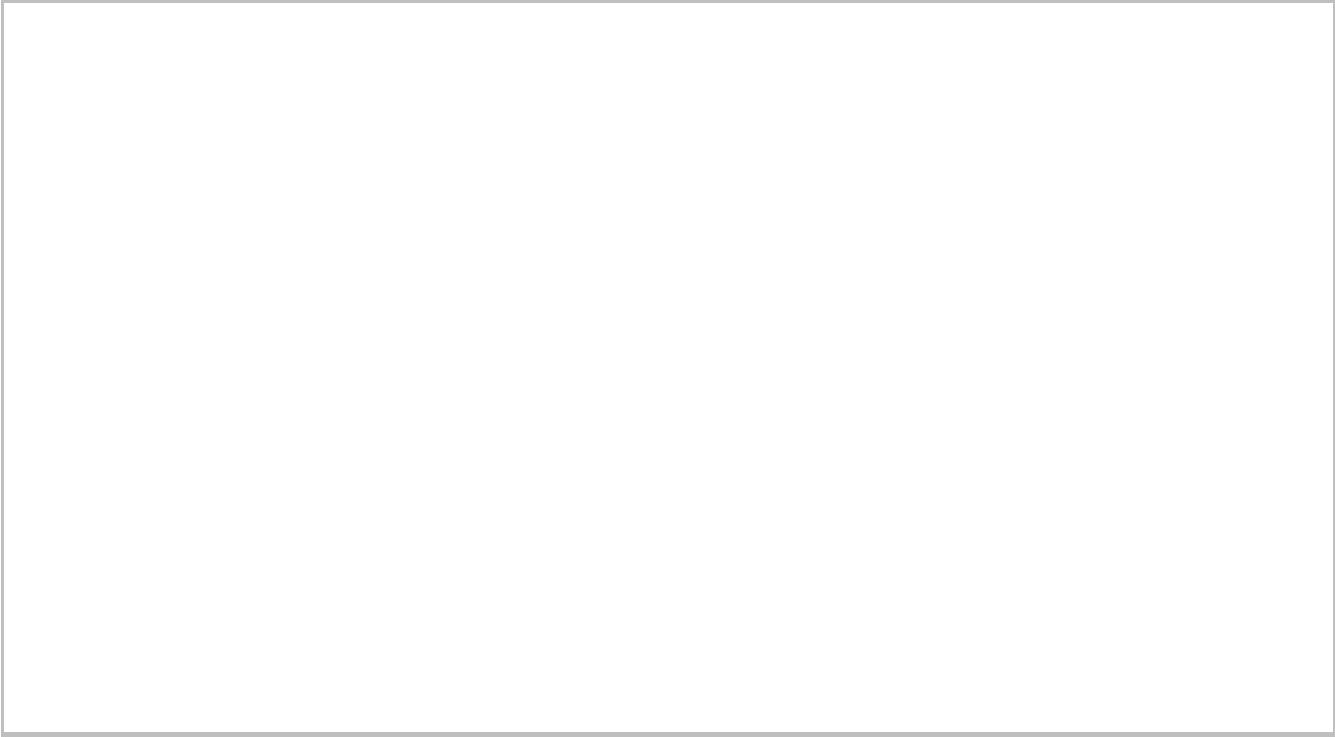
9.2 BENCHMARKS

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9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

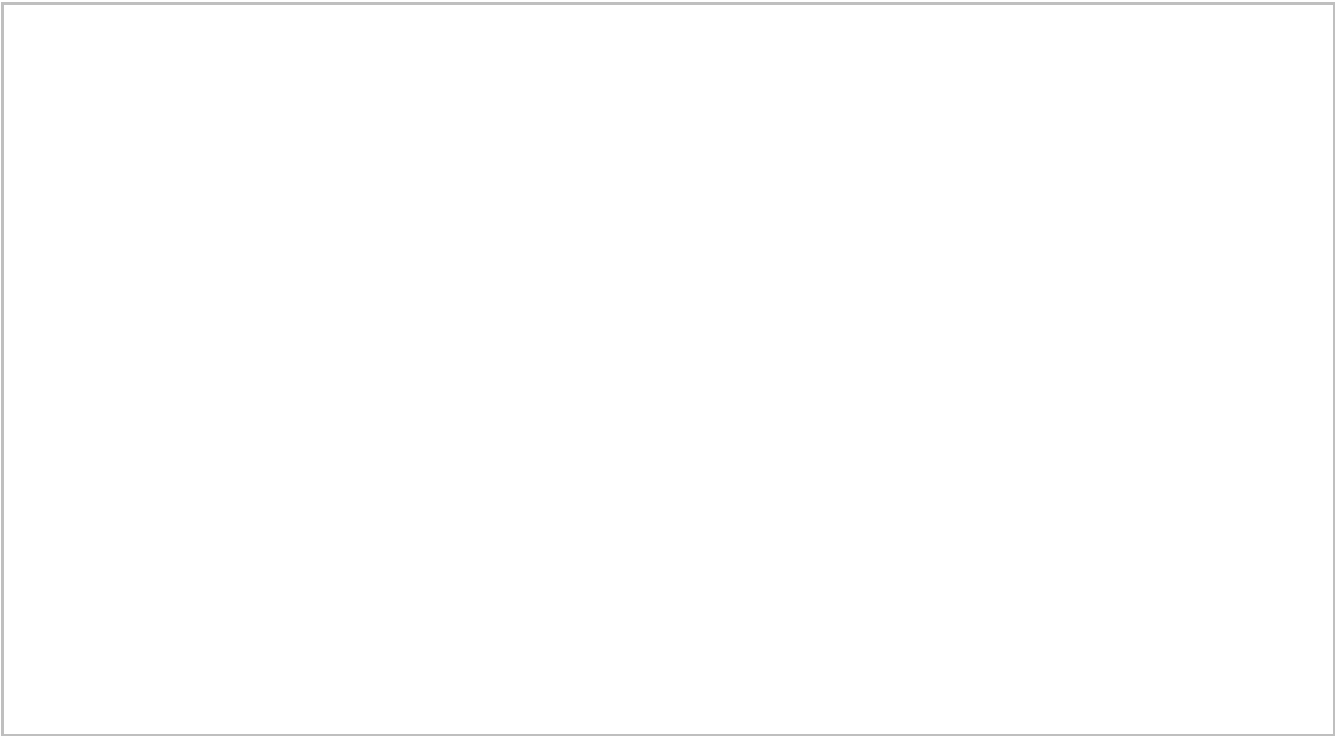


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAK-EVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

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10.3.2 CASH-FLOW PROJECTION

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10.3.3 BALANCE SHEET

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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



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