**Title Page**

**Here…**

**Designed & Formatted**

**Continue Formatting**

**Startup Business Plan**

Table of Contents

[I. EXECUTIVE SUMMARY 1](#_Toc436141252)

[II. PROBLEM 2](#_Toc436141253)

[III. CUSTOMER SEGMENTS 3](#_Toc436141254)

[IV. UNIQUE VALUE PROPOSITION 4](#_Toc436141255)

[V. SOLUTIONS 5](#_Toc436141256)

[VI. CHANNELS 6](#_Toc436141257)

[VII. REVENUE STREAMS 7](#_Toc436141258)

[A. What is the revenue model? 7](#_Toc436141259)

[B. What are the life time values? 7](#_Toc436141260)

[C. What is the revenue? 8](#_Toc436141261)

[D. What is the gross margin? 8](#_Toc436141262)

[VIII. COST STRUCTURE 9](#_Toc436141263)

[A. What are the customer acquisition costs? 9](#_Toc436141264)

[B. What are the distribution costs? 9](#_Toc436141265)

[C. What are the human resources costs? 10](#_Toc436141266)

[D. Additional costs? 10](#_Toc436141267)

[IX. KEY METRICS 11](#_Toc436141268)

[X. COMPETITIVE ADVANTAGE 12](#_Toc436141269)

[XI. CONCLUSION 13](#_Toc436141270)

[XII. BIBLIOGRAPHY 14](#_Toc436141271)

[XIII. APPENDIX 14](#_Toc436141272)

# I. EXECUTIVE SUMMARY

One-page summary of the business model

# II. PROBLEM

List the top three problems your product/service is addressing.

# III. CUSTOMER SEGMENTS

Who are the target customers?

# IV. UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why your product/service is different and worth buying?

# V. SOLUTIONS

What are the top three features of your product/service?

# VI. CHANNELS

What are the pathways to customers?

# VII. REVENUE STREAMS

## A. What is the revenue model?

## B. What are the life time values?

## C. What is the revenue?

## D. What is the gross margin?

# VIII. COST STRUCTURE

## A. What are the customer acquisition costs?

## B. What are the distribution costs?

## C. What are the human resources costs?

## D. Additional costs?

# IX. KEY METRICS

What are the key activities that must be measured?

# X. COMPETITIVE ADVANTAGE

What about your product/service means that it cannot be easily copied or bought?

# XI. CONCLUSION

Specific request for financing, summary of key points supporting the financial request

# XII. BIBLIOGRAPHY

# XIII. APPENDIX