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**Startup Business Plan**

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# 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