**Section 1: Product/Service Details**

1. **Describe the product or service you will offer in detail**:
2. **What makes your product or service unique compared to others in the market?**:
3. **What is the current stage of your product/service (e.g., idea, prototype, ready for launch)?**:
4. **Do you plan to expand your product/service line in the future? If so, how?**:

**Section 2: Business Overview**

1. **Business Name (if decided)**: Founded
2. **Briefly describe your business idea (What is your business about? What problem does it solve?)**:
3. **Business Mission Statement (What are your core values and mission?)**:
4. **What industry does your business fall into (e.g., technology, retail, food services, etc.)?**:
5. **What are your short-term (6 months to 1 year) business goals?**:
6. **What are your long-term (2-5 years) business goals?**:

**Section 3: Market Research**

1. **Who is your target customer? Describe their demographics (age, gender, location, income level, etc.)**:
2. **What problem are you solving for your target market?**:
3. **Who are your main competitors? List at least three and describe their strengths and weaknesses**:
4. **What trends are currently affecting your industry, and how do they impact your business?**:

**Section 4: Location and Operations**

1. **Where will your business be located (e.g., online, physical store, both)?**:
2. **What kind of facilities or resources will you need to operate (e.g., office space, warehouse, equipment)?**:
3. **What are your short-term operational needs (e.g., hiring initial staff, securing space)?**:
4. **What are your long-term operational needs (e.g., expanding facilities, adding more staff)?**:
5. **What will be your primary method of delivering your product/service (e.g., shipping, in-person services, digital downloads)?**:

**Section 5: Revenue Model and Financials**

1. **How will your business make money (e.g., direct sales, subscriptions, advertising)?**:
2. **What is your pricing strategy?**:
3. **List the main costs associated with starting your business (e.g., production, marketing, salaries)**:
4. **What are your projected monthly operating expenses?**:
5. **What are your short-term financial needs (e.g., initial funding for launch, emergency reserves)?**:
6. **What are your long-term financial needs (e.g., funding for expansion, new product development)?**:
7. **What is your initial funding source (e.g., personal savings, loans, investors)?**:
8. **What are your financial goals for the first year (e.g., revenue, break-even point)?**:

**Section 6: Marketing and Sales Strategy**

1. **How do you plan to market your business (e.g., social media, email marketing, partnerships)?**:
2. **What is your unique selling proposition (USP)?**:
3. **What promotional strategies will you use to launch your business (e.g., discounts, events, online campaigns)?**:
4. **What are your short-term marketing needs (e.g., advertising budget, building an online presence)?**:
5. **What are your long-term marketing goals (e.g., brand partnerships, influencer collaborations)?**:
6. **Who will be on your sales team, and what will their roles be?**:

**Section 7: Legal and Administrative**

1. **What type of business structure will you have (e.g., LLC, sole proprietorship, corporation)?**:
2. **Have you registered your business name?**:
3. **What permits or licenses will you need to operate legally?**:
4. **What insurance policies will you need (e.g., liability, property)?**:
5. **Are there any zoning laws or regulatory requirements specific to your business location?**:
6. **What are your short-term administrative needs (e.g., hiring a lawyer, setting up business accounts)?**:
7. **What are your long-term administrative goals (e.g., maintaining compliance, legal audits)?**:

**Section 8: Growth and Scaling**

1. **What are your plans for scaling your business in the future?**:
2. **What will be your approach to expanding product/service lines or entering new markets?**:
3. **Will you seek additional funding to expand? If so, what sources (e.g., venture capital, angel investors)?**:
4. **How will you adapt if your market conditions change or new competitors enter the market?**:

**Section 9: Challenges and Contingency Planning**

1. **What potential challenges or obstacles could your business face, and how do you plan to overcome them?**:
2. **What is your backup plan if your initial strategy does not succeed?**: