



March
2025

Startup Business Plan

The Way Forward

Presented To
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Tip: Use links to go to a different page inside your template.

How: Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

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Executive Summary

Give a brief explanation for the page



Mission

To deliver a new messaging experience to the world



Vision

To be young people's go-to communication platform

The Product

We offer a unique messaging platform experience for young people. The features are available in payment tiers.

The Leadership

Aaliyah Igwe and Elliot Sterling founded the company after years in the creative industry. They serve as CEO and CFO, respectively.

The Overall Industry

The industry has been controlled by five main players over the past 10 years. However, Pin & Ark aims to disrupt the industry with a fresher communication platform.

The Competitors

Major competitors in the industry include Redditech Networks and Tektias' messaging app. Pin & Ark will differentiate its offerings from them by focusing on the younger market.

The Financial Status

Pin & Ark wants to raise \$6 million to begin its operations. So far, the company has raised 70% of its target. Financial resources will be focused on building the main online platform.

Future Plans

By 2030, the company intends to reach one million paying users on its platform. By 2050, it expects to reach 50 million people worldwide with multiple global offices.

Tip: Design with the /Magic shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!

The Organization

Give a brief explanation for the page



Aaliyah Igwe

Chief Executive Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



Elliot Sterling

Chief Financial Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

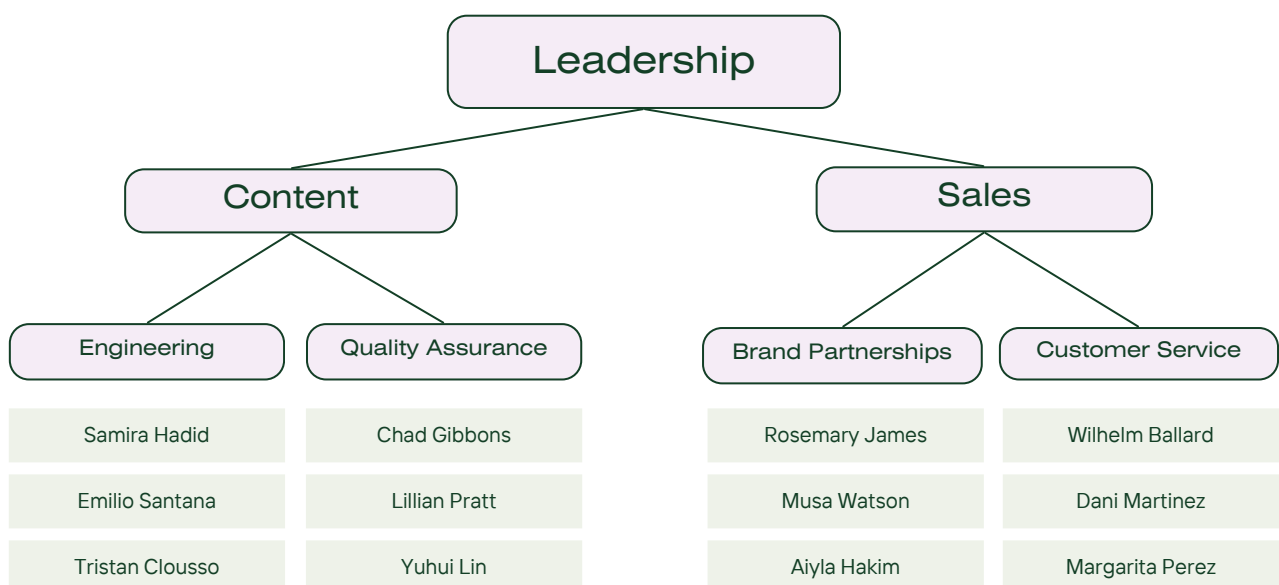


Wanda Strom

Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

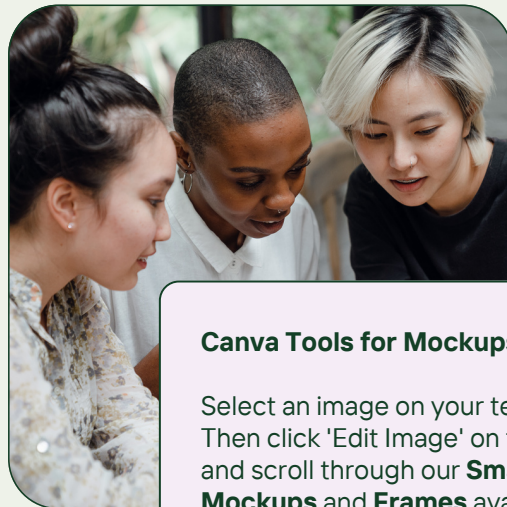
Map of the Organization



Business Description

Give a brief explanation for the page

Images and Mockups



Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our **Smart Mockups** and **Frames** available to you. You may also use our **Background Remover** to make photo cutouts of your products.

Connections Made Easy

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

Product List

Give a brief explanation for the page

Free

Free Tier

Message your friends and loved ones with simple trendy stickers and basic familiar features. No fees required.

\$00.00

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$00.00

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$00.00

Item Name

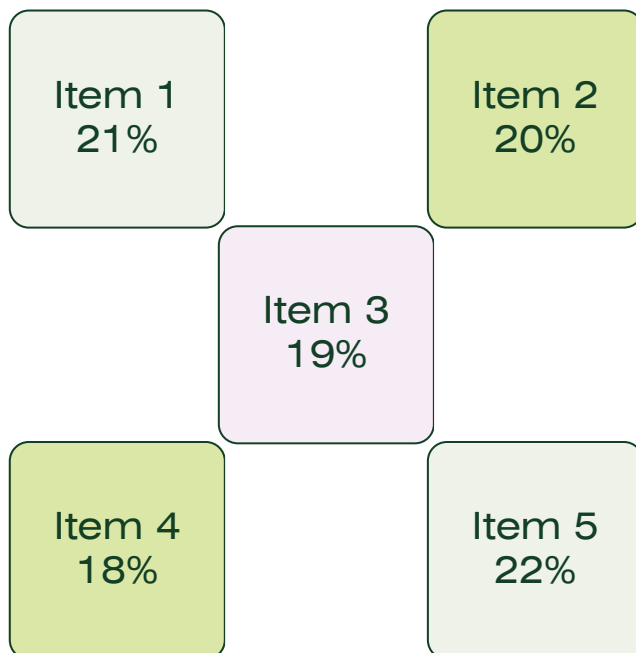
Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

Industry Background

Give a brief explanation for the page

The History

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.



Lack of Choice

The five major players in the industry share a nearly equal market share. This shows the limited options users have when it comes to choosing their ideal messaging platform.

Competitor Analysis

Give a brief explanation for the page

Beyond Calls and Texts

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.



Strengths

- well-known messaging platform
- one of the earliest players in the industry
- caters to an older user base



Weaknesses

- dated UX design
- no free offerings
- expensive starting tier for young adults



Opportunities

- chat-friendly social media apps
- easing of regulatory requirements
- dwindling interest in traditional texting



Threats

- unfamiliar to a young audience
- people opt for platforms with free offerings
- increasing number of competition

Strews Inc

Duplicate the SWOT table as you evaluate other competitors.

Market Analysis

Give a brief explanation for the page

Talking The Talk

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

User Persona

Duplicate the table as you analyze other personas



Trisca Laghari

21 years old
she/her
University Student
Yaraeleon City

Trisca is driven and focused on achieving her goals and making a change.

Goals	Challenges
<ul style="list-style-type: none">graduate universityreceive honorssecure an internship	<ul style="list-style-type: none">hectic scheduleheavy workloadlack of design experience
Likes	Dislikes
<ul style="list-style-type: none">pop musicmodern artJapanese food	<ul style="list-style-type: none">musicalsspicy fooddisorganization
Personality	Products They Enjoy
<ul style="list-style-type: none">motivatedbubblyorganized	<ul style="list-style-type: none">B&H appShopz platformBuckeroo sneakers

Marketing Plan

Give a brief explanation for the page

Reaching Up and Out

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

The 4Ps of Marketing

Use this table to map out your marketing mix

Product - the brand, its features, its packaging

Common questions:

- What needs does this product fulfill
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

Price - discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

Promotion - print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

Place - physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?

Financial Plan

Give a brief explanation for the page

Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	Value	Percentage
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
TOTAL	\$1,035,000	100%

Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

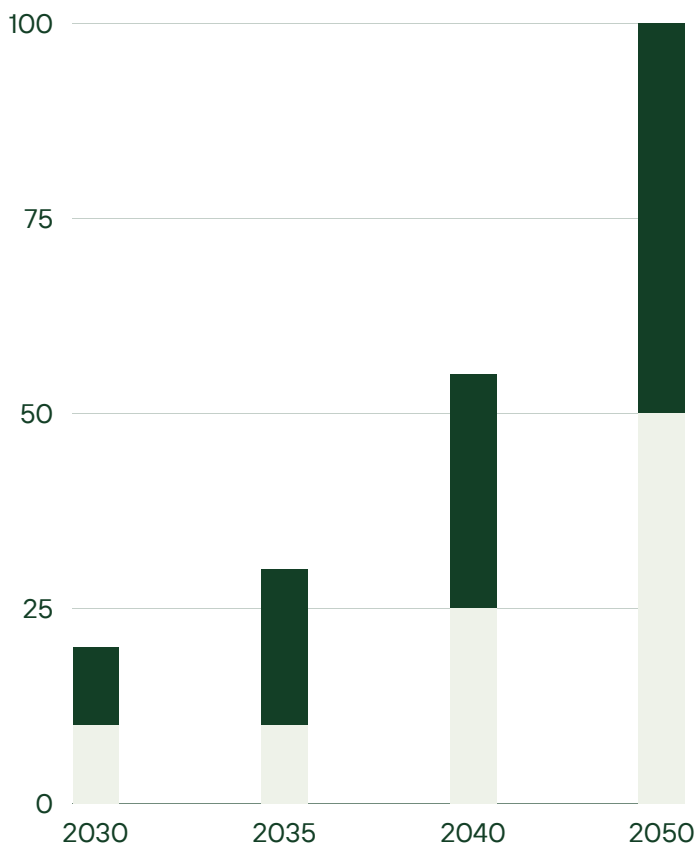
US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

Future Plans & Milestones

Give a brief explanation for the page

Striving For Excellence

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.



2030

Reach one million users on the platform

2035

Observe a 200% growth in revenue year over year

2040

Launch another headquarters at Santa Solana

2050

Reach 50 million users on the platform



Contact us for further inquiries



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Resource Page

Use these elements for your pages

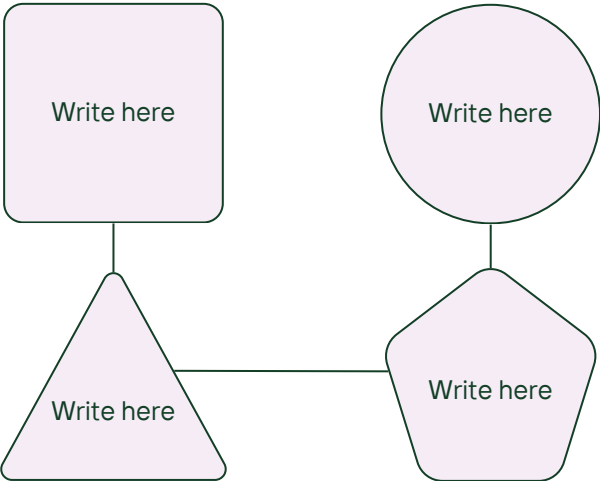


Standardize designs across different pages!

After choosing pages across multiple templates, click on the element whose style you prefer, click the 'copy style' icon on the top-right corner of your screen, and use the icon to click on the element you want to change! Ta-da! The elements now share the same style.

Use smart shapes and connectors to build a map or flowchart.

In the elements tab, search for 'shapes'. You may also press C for a circle, R for a rectangle, and L for a line. Attach them all together and feel free to drag them along the page!



Header	Header	Header
Add here Add here	Add here Add here	Add here Add here
Add here Add here	Add here Add here	Add here Add here

Personalize and edit your tables.

Right-click on the table to browse through the options. You can add and delete rows, merge cells, move columns, and more!

Resource Page

Use these charts and graphs to present data

