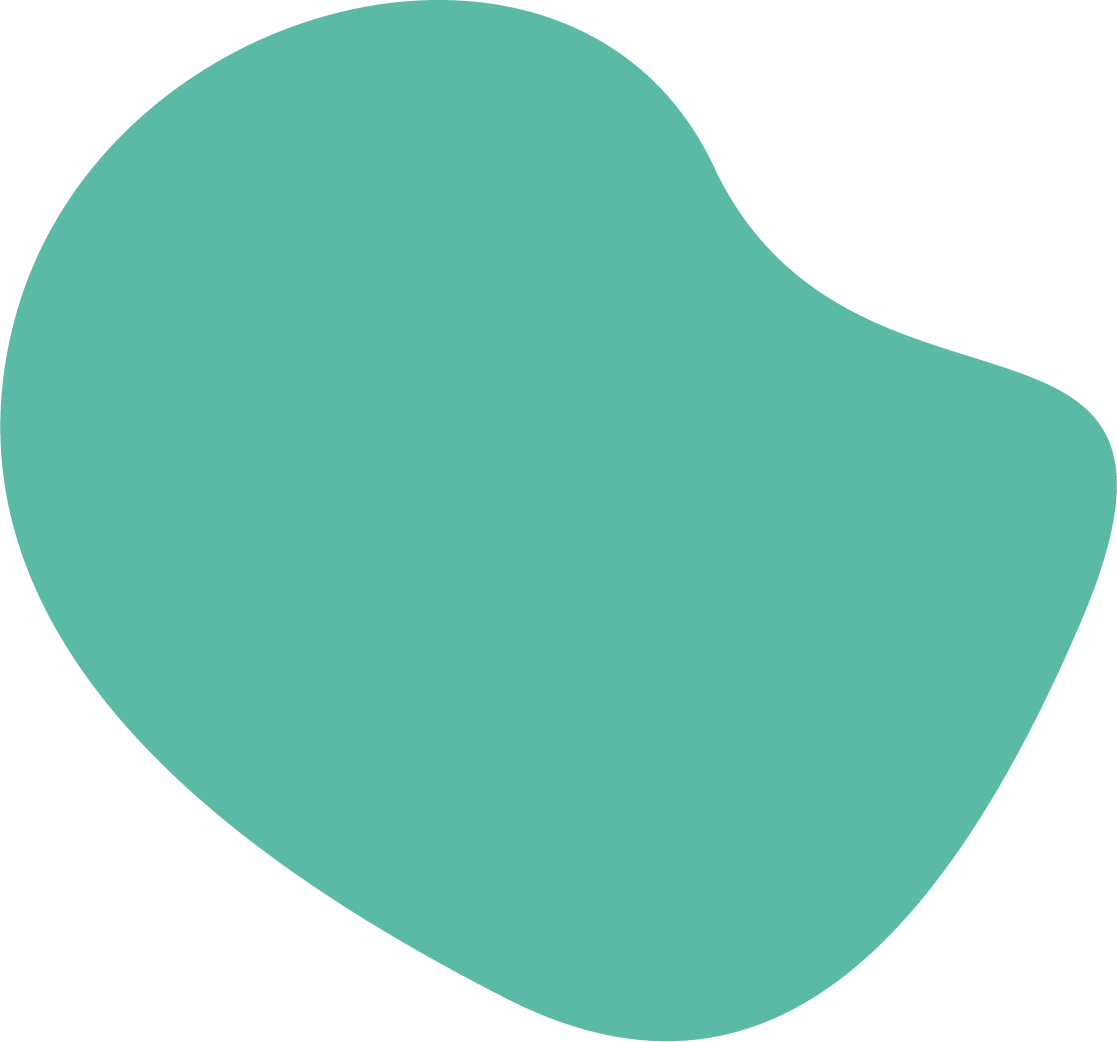
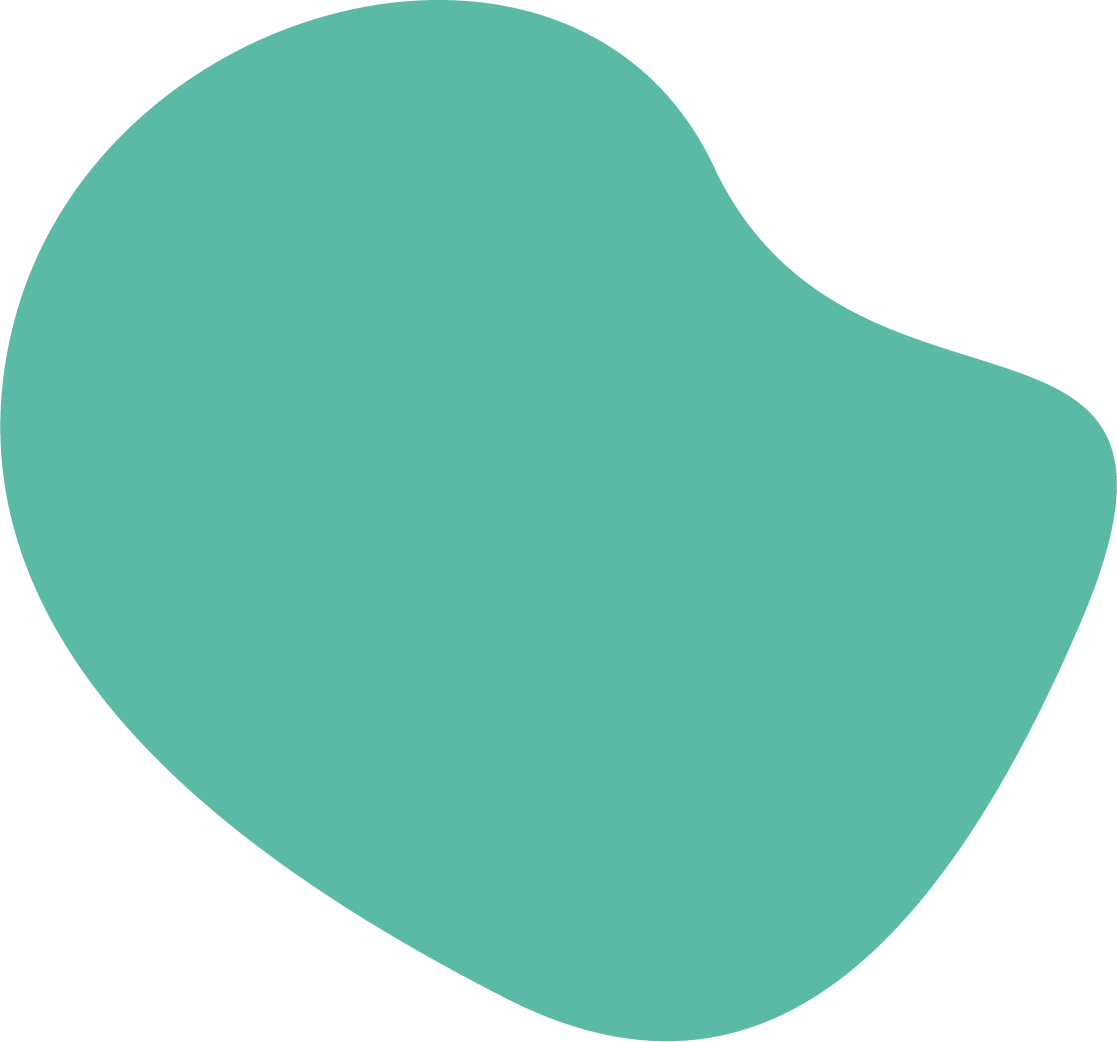


| Feasibility Study Template |
| --- |

****

You can edit your own version in one of two ways:

1. Edit this version to fit your needs
2. Go to “File” > “Download As” > “Microsoft Word” to Download

**How to Use This Template**

Use this template as a foundation for a feasibility study proving the viability of your business idea.

Included are sections standard in most feasibility studies, as well as prompts for you to fill out your company’s information across five main sections:

1. Executive Summary
2. Business Explanation
3. Market Overview
4. Finaincial Projections
5. Feasibility Assessment and Conclusion

Once complete, this plan can be shared with potential investors, company leadership, or whomever you see fit.

Keep in mind, this template is designed to be completely customized by your company. If you feel there are sections included that you would rather omit, or if you think a section is missing, you are encouraged to make those changes as you see fit for your business.

| **Scale your business with HubSpot CRM.**  Get to know your customers better with our leading software. | |  | |
| --- | --- | --- | --- |
|  | [**Get Free CRM**](https://www.hubspot.com/products/service?utm_source=offers&utm_campaign=ql-update_knowledge-base-article-template) | |  |
|  | | | |

*Keep scrolling to templates*

↓↓↓

# Executive Summary

The executive summary section should tee up the feasibility study by summarizing key points in the document. It should serve as an (approximate) one-page summary of the entire study, specifically walking through the concept of the business, a market overview, the success factors being considered, key financial points, and a decision on whether or not to move forward with the project.

Each of the topics above will be elaborated on in subsequent sections, so keep this summary succinct.

*[Enter Executive Summary]*

# **Business Explanation**

This section will introduce the reader to the business concept. Specific points to outline include:

* Its purpose.
* Its product(s) and/or service(s).
* Its competitive advantage(s).
* The experience of its founder(s).

Assuming you want the business to be deemed feasible, this section should include specific points that will speak to its immediate and long-term success. Being general and not providing these unique angles could make it seem like the business doesn’t have what it takes to be a feasible endeavor.

*[Enter Executive Summary]*

# **Market Overview**

This section serves to explain why a business will (or won’t) succeed *in its target market*. Basically, you’ll want to explain the state of your target market and what its demands/opportunities are, which could justify why this business would succeed.

It’s a best practice to cite sources like research and data reports, saturation maps, and census information to back up these claims.

## Market Size and Demographics

How big is the potential market? Who makes up the market? What is the valuation of the market?

*[Enter Market Size and Demograhics]*

**Market Psychographics**

What are the psychographics of the market, and how do they relate to the feasibility of the business?

*[Enter Market Psychograhics]*

**Competitors and Substitutes**

Provide an overview of the competitors and substitutes that the business may have to face if it moves forward.

*[Enter Competitors and Substitutes]*

| Competitor Business/Product | Substitute Business/Product |
| --- | --- |
|  |  |
|  |  |
|  |  |

# **Financial Projections**

The crux of a business feasibility study is whether or not it can be a sustainable endeavor and turn a profit. This section will answer that question by outlining key financial metrics and speaking to when (and if) a business will be able to hit them.

Each of the following sections are examples of financial projections that could be covered in this section.

**Capital Needs**

This section should specify what funds the business will need in order to succeed. As a reminder, you can use the **Startup Cost Calculator** included in this kit to see what your projected startup costs will be to identify how much of an investment you’ll need.

*[Enter Capital Needs]*

**Projected Revenue & Expenses**

Outline the ongoing expenses the business will face alongside its projected revenue. Ultimately, revenue outweighing expenses suggests the business could be feasible. If the opposite occurs, projections should be re-evaluated, or the business could simply not be feasible.

*[Enter Projected Revenue & Expenses]*

**Projected Break-Even**

Given the information outlined above, share a projected break-even point. It’s at this point when a business starts turning a profit and recoups the money from its initial investment, as well as any expenses it took to get to this point. If break-even is unattainable or takes too long to reach, the business may not be feasible.

*[Enter Projected Break-Even]*

**Feasibility Assessment and Conclusion**

Wrap up the study with a clear conclusion and decision on the business’s feasibility. This section should be direct and actionable while referencing findings from earlier in the study. Sentences like “Based on our assessment of [Criteria X], we have deemed that this business project is a feasible one” should be used in this section.

*[Enter Feasibility Assessment and Conclusion]*