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## **BUSINESS PLAN**

DATE PREPARED

CONTACT

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EXECUTIVE SUMMARY		

COMPANY OVERVIEW		

### PROBLEM & SOLUTION

THE PROBLEM	
OUR SOLUTION	

## TARGET MARKET MARKET SIZE & SEGMENTS

### COMPETITION

URRENT ALTER	NATIVES TARGET	BUYERS ARE U	JSING	
UR COMPETIT	IVE ADVANTAGE	:S		

### PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE	

# MARKETING MARKETING PLAN

### TIMELINE & METRICS

### TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE

### **MILESTONES**

MILESTONE	DESCRIPTION	COMPLETION DATE

### KEY PERFORMANCE METRICS

DESCRIPTION	KEY METRIC
	DESCRIPTION

### FINANCIAL FORECASTS

key assumptions	

FINANCING		
SOURCES OF FUNDING		
USE OF FUNDING		

### SIMPLE BUSINESS PLAN TEMPLATE

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