The Eastern Enterprise Hub’s skinny business plan template

This is a great starting point to organise your thoughts about your business. Remember this plan is for you, not for banks, funders or anyone else. It should be written honestly from your perspective. The days of lengthy, largely unread business plans are disappearing, now people want to know quickly and easily what you’re doing and how you’re going to do it. Don’t be afraid to update it.

Here are a few questions to get you started thinking about your business idea.

1. A one-sentence description about your business. **(Value Proposition)**

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| -hack’n’slash video game that focuses on both story and combat |

1. The “problem” your product is responding to by being in the market. **(Market Need)**

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1. A description of your products (photos are always appreciated). **(Your Solution)**

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1. Who else in the market is doing similar things and why your products are better? **(Competition)**

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1. Who buys your products (or will buy your products)?**(Target Market)**

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| -traditional male gamers(16-35 years old who played video games before) |

1. How much does it cost you to produce one of your products? How much do your products cost, how many of them will you sell this year, and how will I make a profit? **(Financials: Budgeting & Forecasting)**

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| -Profit: digital selling |

1. How do (or will) you market your products? **(Sales Channels & Marketing Activities)**

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1. What are your business achievements? What are you working toward? **(Milestones)**

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1. Who are you, and why are you the right person to lead your venture? **(Management Team)**

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1. How much money you need to launch or grow your business, and what specifically will you use the funds for in your business? **(Funding Needs & Use of Funds)**

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