

**2020**

**B** **U** **S** **I** **N** **E** **S** **S** **P** **L** **A** **N**

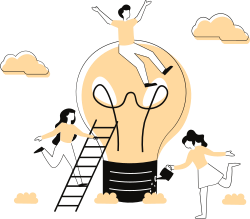
**T** **E** **M** **P** **L** **A** **T** **E**

**IDEA** **BY**

**NAME/S**

**e** **m** **a** **i** **l** **i** **d** **s**

**P** **A** **G** **E** **1**

**PROBLEM** **STATEMENT**

**What** **is** **the** **problem** **you’re** **trying** **to** **solve?** **What** **are** **some** **statistics** **that** **support** **your** **problem?** **Why** **do** **you** **think** **your** **problem** **is** **important?**

**SOLUTION** **AND** **MISSION** **STATEMENT** **The** **Business** **Model**

**KEY**

**How** **does** **your** **solution** **solve** **this** **problem?** **What** **is** **a** **mission** **statement** **that** **explains** **the** **purpose** **of** **your** **company?** **What** **is** **your** **company** **trying** **to** **solve?What** **is** **your** **slogan** **or** **motto?**

**FEATURES**

**Explain** **your** **prototype** **in** **detail** **here.** **What** **makes** **it** **different?**

**P** **A** **G** **E** **2**

**MARKET** **ANALYSIS**

**Conduct** **market** **research.** **What** **trends** **do** **you** **see** **in** **the** **market?** **How** **does** **your** **problem** **connect** **to** **market** **trends?** **Who** **is** **your** **target** **market?** **What** **do** **they** **want?**

**Competitive** **Analysis**

**Explain** **your** **competitors** **through** **a** **table.** **Who** **are** **your** **competitors?** **How** **is** **your** **product** **better** **than** **your** **competitors?**

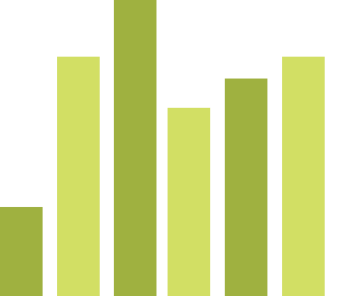
|  |  |  |  |
| --- | --- | --- | --- |
| **Company** **Name** | **A** | **B** | **Your** **Company** |
| **Criteria** **1** |  | **x** | **x** |
| **Criteria** **2** | **x** |  | **x** |

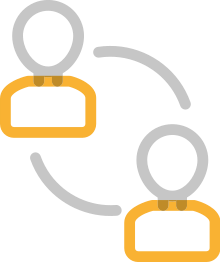
**Marketing** **Strategies**

**What** **marketing** **strategies** **will** **you** **implement?** **Example:** **Social** **Media,** **Channels,** **etc.**

**P** **A** **G** **E** **3**

**FINANCIAL** **PROJECTION**

**How** **much** **does** **your** **product** **cost?** **What** **is** **your** **gross** **profit** **margin?** **How** **many** **users** **do** **you** **expect** **to** **have** **by** **2025?**

**FUTURE** **STEPS**

**What** **are** **the** **next** **steps** **your** **company** **should** **take?** **What** **do** **you** **hope** **to** **achieve** **in** **the** **next** **few** **weeks?** **Months?** **Years?** **Who** **would** **you** **like** **to** **collaborate?**