Empathy Map

Mission

It identifies your company's purpose and is a way to publicly share why your company exists.

Competitor

Direct competitors are the brands that first come to mind when you think about your competition.

Business Plan

Strategy

A strategic plan assesses the current environment of a business, both internally and externally.

Team

A management team business plan is a section of a proposal that indicates the credentials and expertise of a team of managers in a company.

Finance

To section of your business plan that outlines your past, current and projected financial state.

Product

The product description portion of a business plan describes all the products a business manufactures.