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# Acme Cloud — Business Plan

## Mission

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Enable SMBs to automate back-office workflows with AI safely and affordably.

## Vision

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Become the trusted automation layer for every SMB by 2030.

## Values

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- Customer Obsession
- Pragmatic Innovation
- Ownership & Integrity

## Product

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Acme Cloud is a workflow automation platform that connects common SMB tools (email, spreadsheets, accounting, CRM) and adds AI-assisted automations with human-in-the-loop review.

## Key Features

- No-code workflow builder
- AI data extraction and classification
- Human-in-the-loop approvals

- {'Integrations': 'Gmail, Google Sheets, QuickBooks, Slack, HubSpot'}
- Audit trail and role-based access

## Roadmap

- Now:
- Ship QuickBooks + Sheets two-way sync
- Add approver SLA tracking
- Next 6 months:
- Launch template marketplace
- SOC 2 Type I attestation
- Future:
- Auto-generated workflow suggestions

## Market

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### Target Customers

- Persona: Operations Manager (SMB (20-200 employees))
- Pains:
  - Manual data entry across tools
  - Lack of visibility into processes
- Gains:
  - Hours saved per week
  - Fewer errors, better compliance
- Persona: Finance Lead (SMB (20-200 employees))
- Pains:
  - Reconciliation delays
  - Messy invoice processing

- Gains:
  - Faster close
  - Clear audit trail

## **TAM / SAM / SOM**

- TAM: \$12000000000
- SAM: \$2800000000
- SOM: \$180000000

## **Competition**

- Direct:
  - Zapier for Teams
  - Make.com
- Indirect:
  - In-house scripts
  - Manual processes

## **Differentiation**

- AI-native with human review
- Finance-grade controls and auditability
- Opinionated SMB templates

## **Go-To-Market**

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### **Pricing**

- Starter — \$19/user/mo
- Includes:
  - 5 active workflows

- 1,000 AI tasks/month
- Growth — \$49/user/mo
- Includes:
  - 25 active workflows
  - 10,000 AI tasks/month
  - SSO
- Scale — \$99/user/mo
- Includes:
  - Unlimited workflows
  - 100,000 AI tasks/month
  - Priority support

## **Channels**

- Content and SEO
- Template marketplace
- Partner accountants and MSPs
- Product-led growth with in-app invites

## **Funnel Metrics**

- Signup → Activate: 40%
- Activate → Paid: 20%
- Monthly logo churn: 2.5%

# Operations

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## Team

Founders:

- Jane Doe — CEO
- John Smith — CTO

Hiring plan (Year 1):

- 2 Full-stack Engineers
- 1 Product Designer
- 1 Developer Advocate

## Infrastructure

- Cloud: AWS (us-east-1)
- Key services:
- ECS/Fargate
- RDS Postgres
- S3
- CloudFront
- OpenAI/Anthropic APIs

## Security & Compliance

- Controls:
- SSO + MFA
- Audit logging
- Data encryption at rest and in transit
- Roadmap:

- SOC 2 Type I in 6 months
- SOC 2 Type II in 12 months

## Financials

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### Assumptions

- ARPU: \$600
- Gross margin: 82%
- CAC payback: 8 months

### Projections

- Year 1: Revenue \$500000, GM \$410000, Burn \$800000
- Year 2: Revenue \$1800000, GM \$1476000, Burn \$1200000
- Year 3: Revenue \$5200000, GM \$4264000, Burn \$500000

## Risks

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- Vendor API rate limits or pricing changes
- Data privacy and compliance obligations
- Incumbents copying features

## Milestones

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- Private beta — due 2025-10-01
- Public launch — due 2026-02-01
- SOC 2 Type I — due 2026-04-01