

# Business Plan Template

This business plan template will help you build your business plan, which serves as the cornerstone of your company. Create your plan swiftly and effectively by utilizing a business plan template.

## Company Information:

- Put the title of your company, your company logo, and contact information on the slide.
- This is also where you give your elevator pitch. Your elevator pitch is a short, persuasive speech you give to spark interest in your company, product or service. A good elevator pitch should last between 15 and 45 seconds; about the time it takes to ride an elevator.
- It's not intended to tell your whole company history or anything like that, it's focus is to create interest. You are setting the stage.

## Problem:

- Describe your solution to the problem that you outlined in slide #2. I like to have at least two benefits, ideally three that the solution provides.
- You should also add a customer testimonial, or better yet a customer story.

## Solution:

- Describe your solution to the problem that you outlined in slide #2. I like to have at least two benefits, ideally three that the solution provides.  
You should also add a customer testimonial, or better yet a customer story.

## Product:

- We've talked about the problem people have, now we expand on our elevator pitch. The elevator pitch set things up and now we reveal, demo our product and talk about it in more detail.

#### Market Opportunity:

- This is where you talk about how big the market is for your company or product. You want to make sure you cover the total market, the total addressable market, the serviceable market, your share of the market and your target customer. Lay this out in a logical order so your audience quickly can get it.

#### Business Model:

- The business model is the mechanism or process through which your company generates its profit. There are really just a few.
- Identify which model your business is going or is using and lay it out on this slide.

#### Traction:

- Highlight any traction your business has gained, such as customer acquisition, revenue growth, partnerships, or significant milestones.
- Showcase key metrics and achievements to demonstrate progress and market validation.

#### Competition:

- Analyze and identify your competitors in the market.
- Highlight how your product or business differentiates itself from the competition.
- Emphasize the unique value propositions and advantages your offering brings to the market.

### Barriers to Entry:

- Identify and discuss the barriers that prevent new entrants from easily competing in your market.
- Highlight any advantages or protective factors that your business has in place to maintain a competitive edge.

### Financials:

- Provide an overview of your financial projections, including revenue forecasts, cost structures, and profit margins.
- Illustrate key financial metrics and projections to showcase the financial viability and potential of your business.

### Team:

- Introduce the members of your team, including their roles and expertise.
- Highlight the unique skills and qualifications that each team member brings to the company.
- Emphasize how the team composition contributes to the success and growth of the business.

### Funds:

- Specify the funding requirements for your company, including the amount of capital needed.
- Explain how the funds will be allocated to kickstart and support the growth of your business.
- Consider discussing the expected return on investment for potential investors.

## Business Summary:

- Summarize the key points from each section of your business plan, focusing on the problem, solution, market opportunity, business model, traction, competition, financials, team, and funding requirements.
- Craft a concise and compelling executive summary that encapsulates the essence of your business plan.
- Ensure that the summary can fit on one slide for a clear and concise presentation.