

# Startup Business Plan Skeleton

## 1. Executive Summary

- Business Name & Logo
  - Mission Statement
  - Business Concept Overview
  - Value Proposition
  - Summary of Financial Projections
  - Funding Requirements & Use of Funds
- 

## 2. Company Description

- Legal Structure & Ownership
  - Location
  - History & Current Stage
  - Vision & Goals
- 

## 3. Market Analysis

- Target Market
  - Market Size & Growth Potential
  - Market Trends
  - Customer Segments
  - Competitive Landscape
  - SWOT Analysis
- 

## 4. Products and Services

- Description of Products/Services
  - Unique Selling Points
  - Intellectual Property Status
  - Development Roadmap
- 

## 5. Go-To-Market Strategy

- Marketing Plan
  - Sales Strategy
  - Customer Acquisition Channels
  - Partnerships
  - Pricing Model
- 

## 6. Operations Plan

- Key Activities
  - Milestones & Timeline
  - Facilities & Technology
  - Supply Chain / Fulfillment
-

## **7. Management & Organization**

- Key Team Members & Roles
  - Advisors
  - Organizational Structure
  - Key Hires & Team Gaps
- 

## **8. Financial Plan**

- Revenue Model
  - Projected Income Statement
  - Cash Flow Projections
  - Balance Sheet Summary
  - Break-even Analysis
  - Assumptions
- 

## **9. Funding Ask**

- Capital Requirements
  - Use of Funds Breakdown
  - Planned Exit Strategy
- 

## **10. Appendix**

- Resumes
- Additional Research/Data
- Technical Specifications
- Partnership Letters
- Legal Documents