

# 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

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## 2. Company Description

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

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## 3. Market Analysis

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

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## 4. Products and Services

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

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## 5. Go-To-Market Strategy

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

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## 6. Operations Plan

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

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## **7. Management & Organization**

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

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## **8. Financial Plan**

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

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## **9. Funding Ask**

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

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## **10. Appendix**

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