

Pre-Seed Startup Business Plan Guide

1. Executive Summary

Brief overview of your startup, summarizing your vision, mission, problem addressed, and the unique solution you offer.

- Company name & elevator pitch
- Mission statement
- Founders & core team

2. Problem Statement

Define the problem you are solving. Who faces this issue? Why does it matter?

- Target audience
- Pain points
- Market gaps

3. Solution

Describe your product or service. How does it work? How does it address the problem?

- Key features
- Value proposition

4. Market Analysis

Present data and insights about your market.

- Market size and growth
- Customer segments
- Competitor overview

5. Business Model

Explain how your startup will make money and sustain itself.

- Revenue streams
- Pricing strategy
- Customer acquisition channels

6. Go-to-Market Strategy

Outline your marketing, sales, and distribution approach for your MVP or first product launch.

- Launch plan
- Initial target users
- Key milestones

7. Roadmap & Milestones

Timeline for development, testing, and major achievements.

- Product development phases
- Beta testing and feedback
- Future plans

8. Team

Introduce your founding team and essential advisors. Mention relevant experience and responsibilities.

9. Financial Plan

Outline basic estimates or projections for revenue, expenses, and fundraising needs.

- Startup costs
- Funding required
- Use of funds

10. Appendix

Include any additional information: technical details, market data, legal documents, etc.