

Startup Strategic Plan Draft

1. Vision & Mission

Vision Statement

Mission Statement

2. Objectives

Short-term Objectives

Long-term Objectives

3. Value Proposition

What Unique Value Do We Offer?

Target Customers

4. Market Analysis

Industry Overview

Competitors

Market Needs

5. Go-to-Market Strategy

Sales Channels

Marketing Approach

6. Product/Service Overview

Key Features

Roadmap (Upcoming Features)

7. Financial Plan

Revenue Streams

Projected Expenses

Key Metrics

8. Team & Responsibilities

Founders / Team Members

Roles & Responsibilities

9. Risks & Contingencies

Key Risks

Mitigation Plans

10. Milestones & Timeline

Major Milestones

Timeline
