

Your Business Name

The market problem

What do customers desire that they are not receiving from other sources?

Your service/product

What service or product do you offer that meet customer's needs? Summarise the value your business provides to customers.

Market opportunity

Market size: Provide a brief insight into the market size and growth potential.

Competitive advantage: Highlight what sets your business apart from competitors

Business model

Revenue Streams: Describe how your business will make money, including key revenue streams.

Pricing Strategy: Outline your pricing model and why it is competitive.

Sales and marketing

Summarise how you will reach your target market and convert them into customers. Mention any key partnerships or alliances that will help drive growth.

Milestones

Milestones: Outline critical milestones you plan to achieve within the first few years.

Implementation timeline: Provide a brief timeline of when key activities will occur.

Budget

Present key financial metrics such as expected revenue, expenses, and profitability over a set period (typically 3-5 years).

Category	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue						
Product Sales	\$100,000	\$120,000	\$150,000	\$180,000	\$200,000	\$750,000
Service Fees	\$50,000	\$60,000	\$70,000	\$80,000	\$90,000	\$350,000
Other Income	\$10,000	\$12,000	\$15,000	\$18,000	\$20,000	\$75,000
Total Revenue	\$160,000	\$192,000	\$235,000	\$278,000	\$310,000	\$1,175,000
Expenses						
Salaries & Wages	\$80,000	\$85,000	\$90,000	\$95,000	\$100,000	\$450,000
Marketing & Advertising	\$20,000	\$22,000	\$25,000	\$30,000	\$35,000	\$132,000
Rent & Utilities	\$15,000	\$16,000	\$17,000	\$18,000	\$19,000	\$85,000
Equipment & Supplies	\$10,000	\$11,000	\$12,000	\$13,000	\$14,000	\$60,000
Other Operating Costs	\$5,000	\$6,000	\$7,000	\$8,000	\$9,000	\$35,000
Total Expenses	\$130,000	\$140,000	\$151,000	\$164,000	\$177,000	\$762,000
Net Profit	\$30,000	\$52,000	\$84,000	\$114,000	\$133,000	\$413,000