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Business Plan

[YEAR]

Prepared By

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A Lean Business plan

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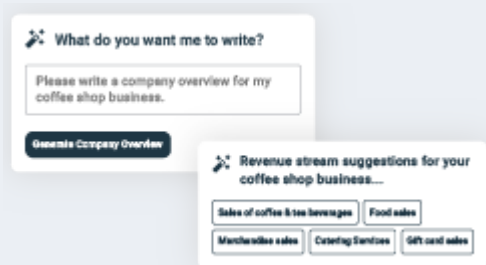
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1.

Problem

Problem Statement

Existing Alternatives

Problem Statement

💡 Help Tip

You need to write this chapter along with the customer segment. Because customers and problems are very associated with each other.

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Start writing here..

Existing Alternatives

💡 Help Tip

Ask yourself: **List How these problems are solved today?**

For your future business, these are your current competitors. To solve their problems

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2.

Customer Segment

Customer Segment

Early Adopters

Customer Segment

💡 Help Tip

In order to write this chapter, Here we have to understand who are the target customers,

To Identify target customers, Ask yourself a following two question :

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Early Adopters

💡 Help Tip

Who do you think feels those pains the most?

It is very important to Identifying early adopters because these are the ones that are going to be

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3.

Unique Value Proposition

Unique Value Proposition

High Level Concept

Unique Value Proposition

Help Tip

How would you describe your business to target customers in one just ONE sentence (possibly less than 200 characters long)?

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High Level Concept

Help Tip

How would you briefly describe what you do?


The high-level concept is a single and very short statement that describes your business idea.

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4.

Solution

 **Help Tip**

How would you solve customers' problems?: **Outline a possible solution for each problem.**

Describe your business idea briefly and in concise sentences that explain what the customer

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5.

Channels

 **Help Tip**

List your inbound or outbound paths to the customers: **How are you going to acquire your customers?**

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6.

Cost Structure

 **Help Tip**

List expected fixed and variable costs to run your business.


The accuracy of costs depends on whether you have an existing business or the business is in

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7.

Revenue Streams

 **Help Tip**


List the sources of revenue: **how much would you charge your customers for solving their problems?**

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8.

Key Metrics

 **Help Tip**


List the key numbers that tell you how your business is doing: **Identify the metrics to monitor your business performance.**

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9.

Unfair Advantage

 **Help Tip**

A single, clear compelling statement that states why you are different and worth paying attention to.

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