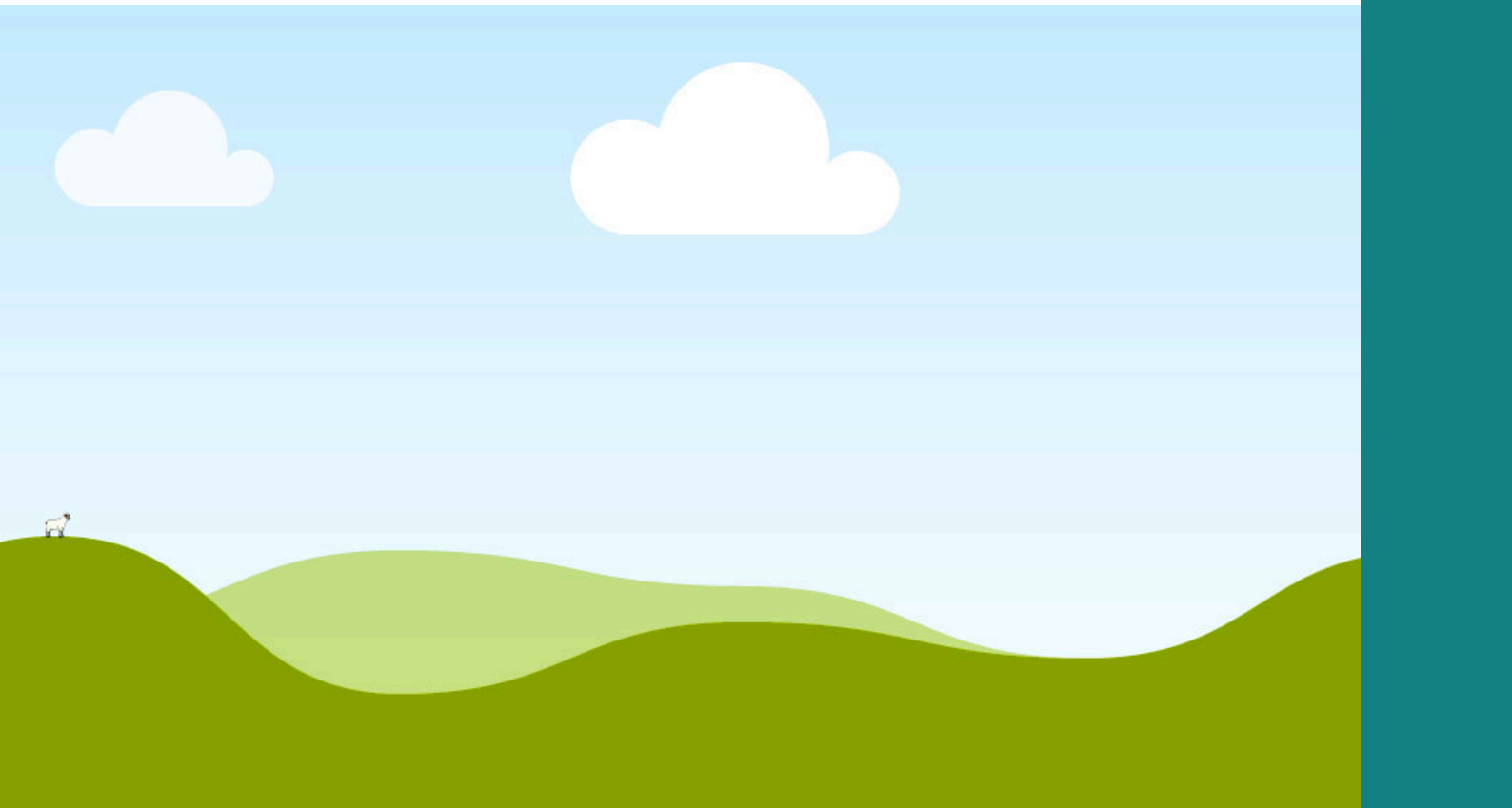


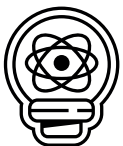
# Startup *Business* Plan

June 2024



Presented To Name

Presented By Name



**Company Name**

123 Anywhere St., Any City  
+123-456-7890  
[www.reallygreatsite.com](http://www.reallygreatsite.com)

# Table of Contents



I. <u>Executive Summary</u>	1
II. <u>The Organization</u>	2
III. <u>Business Description</u>	3
IV. <u>Product List</u>	4
V. <u>Industry Background</u>	5
VI. <u>Competitor Analysis</u>	6
VII. <u>Market Analysis</u>	7
VIII. <u>Marketing Plan</u>	8
IX. <u>Financial Plan</u>	9
X. <u>The Future</u>	10

# Executive *Summary*

Give a brief explanation for the page



## MISSION

*To deliver a new messaging experience to the world*



## VISION

*To be the top-performing messaging app in the world*

## The Product

We offer a unique messaging platform experience for young people. The features are available in payment tiers.

## The Leadership

John Doe and Jane Smith founded the company after years in the creative industry. They serve as CEO and CFO, respectively.

## The Overall Industry

The industry has been controlled by five main players over the past 10 years. However, XYZ aims to disrupt the industry with a fresher communication platform.

## The Competitors

Major competitors in the industry include ABC Company and New messaging app. XYZ will differentiate its offerings from them by focusing on the younger market.

## The Financial Status

XYZ wants to raise \$6 million to begin its operations. So far, the company has raised 70% of its target. Financial resources will be focused on building the main online platform.

## Future Plans

By 2030, the company intends to reach one million paying users on its platform. By 2050, it expects to reach 50 million people worldwide with multiple global offices.

# The Organization

Give a brief explanation for the page



**NAME**

**Chief Executive Officer**

Job Description

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact.

**NAME**

**Chief Financial Officer**

Job Description

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact.

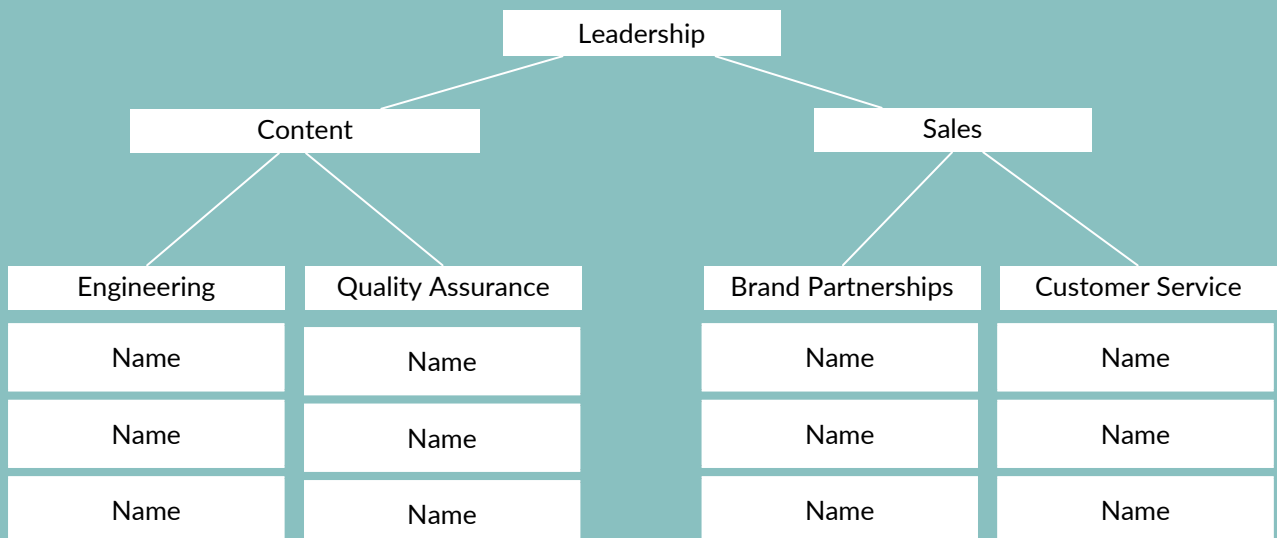
**NAME**

**Chief Operations Officer**

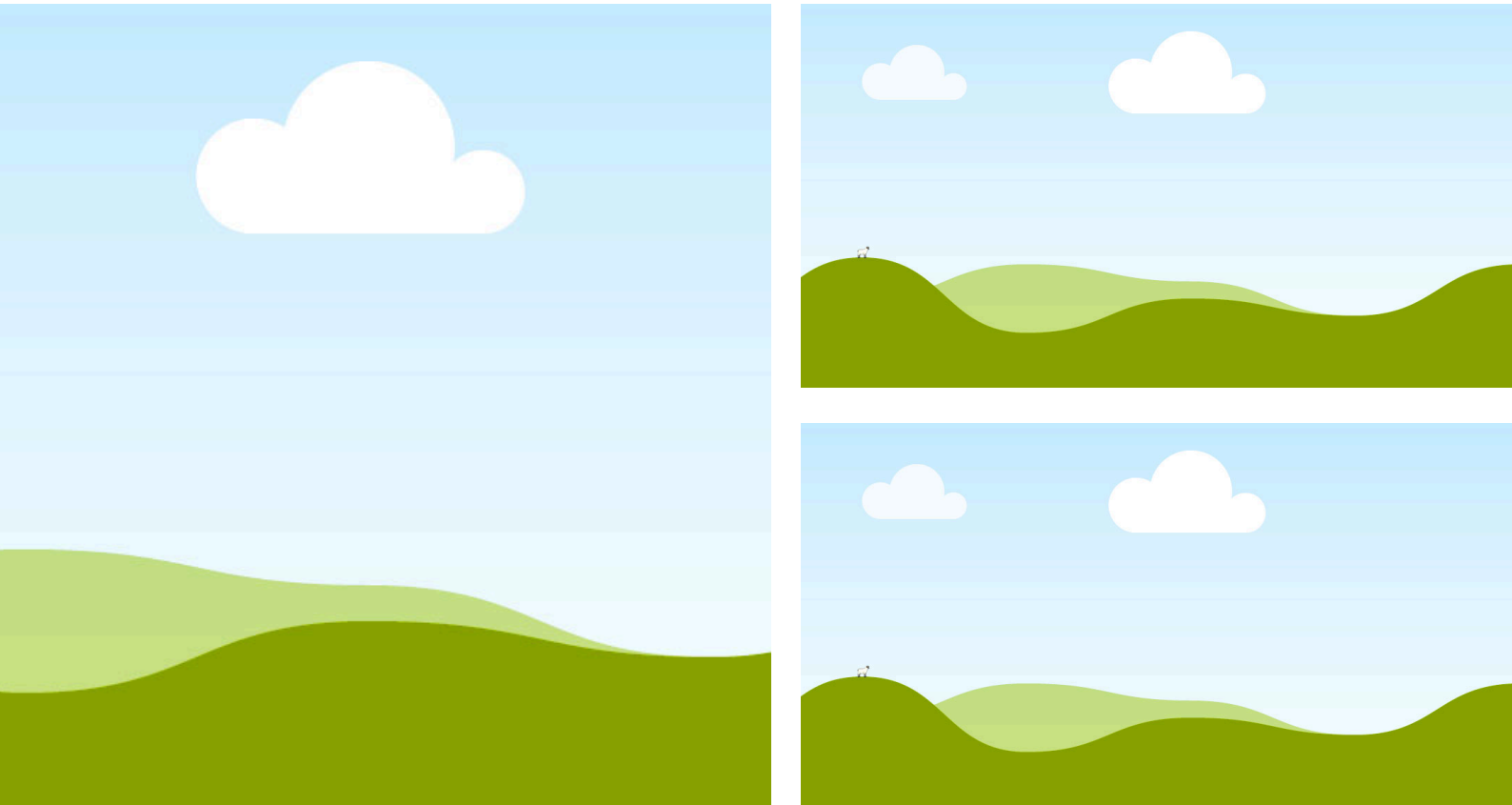
Job Description

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact.

## Map of the Organization



# Business *Description*



## **Connections Made Easy**

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

# Product *List*

1

## **Item Name**

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

---

2

## **Item Name**

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

---

3

## **Item Name**

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

---

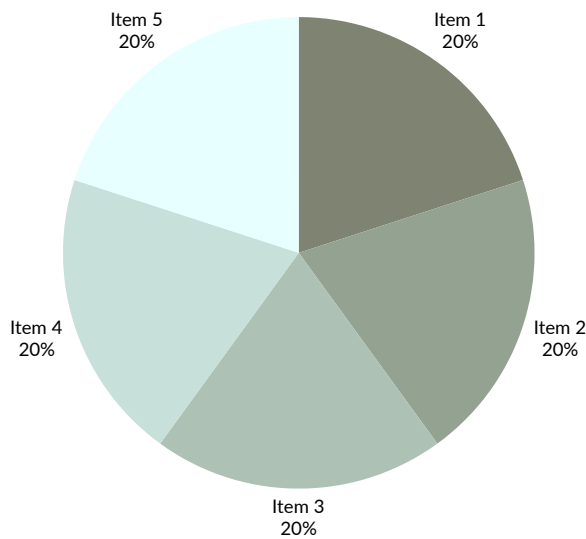
4

## **Item Name**

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

# Industry *Background*



## Lack of Choice

The five major players in the industry share a nearly equal market share. This shows how limited the options users have when it comes to choosing their ideal messaging platform.



## The History

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

# Competitor *Analysis*

## Company Name

Duplicate the SWOT table as you evaluate other competitors.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• well-known messaging platform</li><li>• one of the earliest players in the industry</li><li>• caters to an older user base</li></ul>	<ul style="list-style-type: none"><li>• dated UX design</li><li>• no free offerings</li><li>• expensive starting tier for young adults</li></ul>	<ul style="list-style-type: none"><li>• social media platforms becoming chat-friendly</li><li>• easing of regulatory requirements</li><li>• dwindling interest in traditional texting</li></ul>	<ul style="list-style-type: none"><li>• unfamiliar to a young audience</li><li>• people opt for platforms with free offerings</li><li>• increasing number of competition</li></ul>



## Beyond Calls and Texts

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.




# Market *Analysis*

## Talking The Talk

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

## User Persona

Duplicate the table as you analyze other personas

	<b>Goals</b> <ul style="list-style-type: none"><li>graduate university</li><li>receive honors</li><li>secure an internship</li></ul>	<b>Challenges</b> <ul style="list-style-type: none"><li>hectic schedule</li><li>heavy workload</li><li>lives away from loved ones</li></ul>
<b>Trisca Laghari</b> 21 years old she/her University Student Yaraleon City  Trisca is driven and focused on achieving her goals and making a change.	<b>Likes</b> <ul style="list-style-type: none"><li>pop music</li><li>modern art</li><li>Japanese food</li></ul>	<b>Dislikes</b> <ul style="list-style-type: none"><li>musicals</li><li>spicy food</li><li>disorganization</li></ul>
	<b>Personality</b> <ul style="list-style-type: none"><li>motivated</li><li>bubbly</li><li>organized</li></ul>	<b>Products They Enjoy</b> <ul style="list-style-type: none"><li>B&amp;H app</li><li>Shopz platform</li><li>Buckeroo sneakers</li></ul>

# Marketing *Plan*

## Reaching Up and Out

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

## The 4Ps of Marketing

Use this table to map out your marketing mix

<b>Product</b> the brand, its features, its packaging	<b>Price</b> discounts, bundles, credit terms
Common questions: <ul style="list-style-type: none"><li>• What needs does this product fulfill</li><li>• What frustrations does it address?</li><li>• What makes it compelling to customers that they will want to have it?</li></ul>	Common questions: <ul style="list-style-type: none"><li>• What is the value of the product or service to customers?</li><li>• Are there established price points for this product or service in the market?</li><li>• How will this price compare with competitors?</li></ul>
<b>Promotion</b> print & broadcast ads, social media, email, search	<b>Place</b> physical stores, website, online marketplace
Common questions: <ul style="list-style-type: none"><li>• How you will get the word out about your product or service?</li><li>• What promotional approaches are most familiar to your audience?</li><li>• What resources are available to you?</li></ul>	Common questions: <ul style="list-style-type: none"><li>• Will it be in a physical store or online?</li><li>• Where will the stores be?</li><li>• What will be the distribution channels?</li></ul>

# Financial Plan

## Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	Value	Percentage
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
<b>TOTAL</b>	<b>\$1,035,000</b>	<b>100%</b>

## Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

# Future Plans & Milestones



**2030**

Reach one million users on the platform



**2035**

Observe a 200% growth in revenue year over year



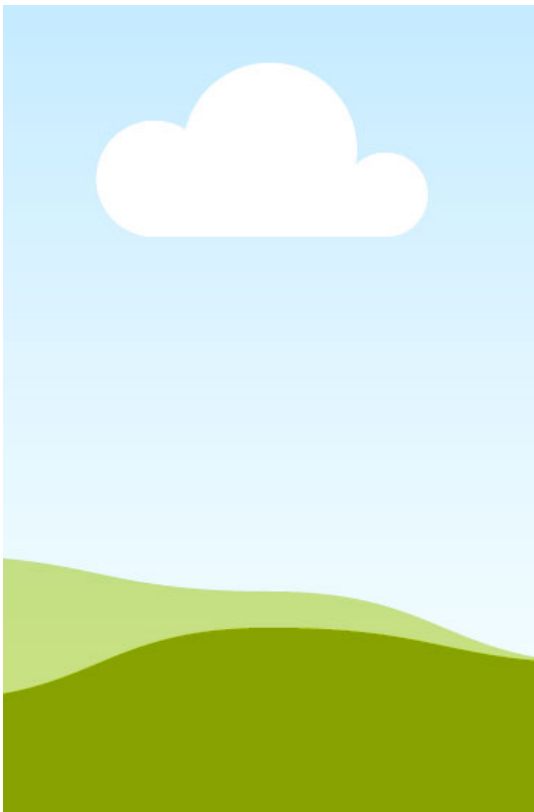
**2040**

Launch another headquarters at Santa Solana



**2050**

Reach 50 million users on the platform



## Striving For Excellence

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.

Contact us for  
*further inquiries*



**Company Name**

[www.reallygreatsite.com](http://www.reallygreatsite.com)  
[hello@reallygreatsite.com](mailto:hello@reallygreatsite.com)  
+123-456-7890