**Business name:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do we do?** |  |  | | | | |
| **HOW do we do it?** |  |  | | | | |
| **WHO do we serve?** |  |  | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** |  |  | | | | |
| **DEFINE SOLUTION PROVIDED** |  |  | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** |  |  | | | | |
| **INCOME STREAMS** |  |  | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** |  |  | | | | |
| **REFERRAL GENERATION STRATEGY** |  |  | | | | |
| **COMPETITION** | **TOP COMPETITORS** |  |  | | | | |
| **OUR COMPETITIVE ADVANTAGE** |  |  | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** |  |  | | | | |
| **SUCCESS MILESTONE MARKER 2** |  |  | | | | |

1–2 SENTENCES MAX PER RESPONSE

Financial Forecast:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Year…………. | Year…………. | Year…………. |
| Sales Revenue |  |  |  |
| Operational costs |  |  |  |
| Profit |  |  |  |
| Capital Requirement |  |  |  |