**Business Plan**

Name of business:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Mission Statement:**  *(What are the goals of this business? What will you provide? What impact will it make? )* | **Management:**  **Who will run this business? How will decisions be made in the business? Will you hire extra people and if, so what jobs?** | **Customer Analysis:**  **In detail, who is your customer/client?**  *(Where do they live? Do they have money? What do they like, dislike? What problems do they have? Etc.)* |
| **Where/How will you sell your innovation?** | **Marketing:**  *(How will you advertise or promote your business? How can you reach your target customer?)* | **Competitive Analysis:**  **What competition do you have and what is your plan to overcome it?** |
| **Cost Analysis:**  **How much will it cost to start up your business (seed money)?** *(List & add costs for materials, equipment, advertising, legal and other fees, hiring help etc.)* | **Where/how will you get your start-up seed money?** | **How much will you sell your innovation for?**  *(Consider this: Total expense to make product divided by # of products you can make from the total expense = cost per product (unit)*  *Or*  *Total expenses divided by # of hours of service you can provide = cost per hour of service.*  *Next,*  *Consider how much profit you want to make per unit and add to unit cost?... For how much will you sell your innovation?*  *$***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Benefit Analysis:**   * What profit will you make per unit of your innovation you sell? * What are your goals for amount you will sell? | **What will you do with your profits (money left over)?** | **Exit Strategy:**  **What are your plans if you want to end the business & how will you do it?** |