

Business Plan

Business information

- **Name of company:** (Insert Here)
- **Registered address:** (Insert Here)
- **Legal form:** (Insert Here)
- **Founder and CEO:** (Insert Here)

*: Mandatory questions

Executive summary

- *Please provide an executive summary of the business with a detailed company description*

*Product and services being offered

- *Please describe the services or products you are providing with as much detail as possible*

*Market analysis

- *What type of customers will be served? (e.g. individuals, businesses, government bodies etc.)*
- *Please provide detailed information of your target market demographics and geography (where your target markets are located)*

Pricing approach

- *Please provide a detailed breakdown of how you are pricing the products or services you offer*

Competitors

- *Please provide details of who your competitors are and detail any key product differentiators or Unique Selling Point (USPs)*

***Implementation plan**

- *List all partnerships, suppliers, or distributors (if applicable) that will help you to deliver your business's products or services*
- *Please provide details into what the overall company strategy is — what the key company objectives are and how you will implement key strategies and objectives*

Marketing plans and strategy

- *How will you market your product or services to reach your customers? Please provide details of your marketing strategy, future marketing plans, and target audiences. If you have a website, please attach it here.*

***Capital requirements and financials projections**

Please provide details of your past, current, and future financials, including:

- *What is the source of funds to start the business? Will you require any capital investment? If so, please explain your approach to gathering this investment. If not, please explain how the business is being financed and include any future finance plans (if they exist).*
- *What the primary source of revenue will be for the business? Please also provide details of what the financial projections are.*

Business roadmap

- *What are your goals for the next 12 months? Please provide timelines for when the business will be operational and any additional key milestones and product, service, or feature rollout timelines for the next 12 months.*

Your name:

Date:

Your signature: