

The market problem

Your solution

Target market

Competitors

Sales and marketing

Milestones

Team

Budgets

Setup costs (1,000s)

Running costs (1,000s)

Total costs (1,000s)

Income (1,000s)

Profit/loss (1,000s)

Setup costs = things like equipment, furniture, premises, beginning inventory, website, insurance & legal.

Running costs = things like rent, utilities, ongoing inventory, staff, marketing, and loan repayments.