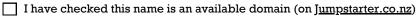
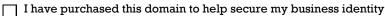
# Simple Business Plan Template for a Startup Business

Business	name:	







# Key partners

Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: manufacturers, distributors, tech platforms, agencies

# Key activities

What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: content creation, product development, customer service, logistics

# Value proposition

What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: speed, quality, affordability, uniqueness, convenience, design

# Key resources

What do you need to make your business work?

What assets are required to create value and deliver it? Think: mentors, incubators, seed capital, pitch decks

# Customer relationships

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How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community?

Think: beta testing, early adopter feedback

### Channels

How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: social media, website, email, partnerships, events

# **Customer segments**

Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: early adopters, niche markets, businesses, investors

### Cost structure

What are your biggest costs?

What do you spend money on to run the business? Think: software subscriptions, rent, marketing, staff Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

### Revenue streams

How does your business make money?

Not generating revenue yet? That's okay - focus on your plan to monetise