

## SMALL BUSINESS RESOURCE

# Business Plan Template

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# **Summary**

Company Vision • Opportunity • Product • Investment Highlights

# **Company Overview**

Why was the company created? What is the company's overall aspiration? Corporate Profile.

# **The Market**

## **The Pain Point**

...

## **The Current Market**

...

## **Verticals**

...

## **Competitive Advantage**

Unfair advantages • patents • partnerships • relationships • strategic customers

# **The Product**

...

## **Product Benefits**

...

## **Intellectual Property**

...

## **Pricing**

...

## **Product Schedule**

...

## **Sales and Marketing**

...

### **A Direct Sales Model**

...

### **Marketing**

...

### **Partners**

...

## **Management Team**

Key personnel only

## **Financials**

Pro forma