

# YOUR BUSINESS STRATEGY

## *Your Business Opportunity*

What problem are you solving? What challenges and pain points will you resolve for users/ customers/ clients?

## *Company Description*

What does your company do? What challenge(s) does your company solve?

## *Industry Analysis*

Who are your competitors? What are some key factors related to being successful in your industry?

## *Implementation Timeline*

Briefly, how will you roll out the business? Which phases will be involved?

## *Financial Summary*

What is your cost structure and what are your revenue streams? Describe your fixed variable costs and how will you make money? Consider your sales goals for the near future and long-term.

## *Team*

Who is involved in your business succeeding? Who is on your team and what makes them the right people to build this business?

## *Target Market*

Who are you targeting? Who makes up your target audience? Who are your target audiences and ideal customers?

## *Marketing Plan*

Which channels and platforms will you use to reach and convert your target audience? Where will you meet your audience?

## *Funding Required*

What kind of investment is required to run your business? List all. Do you require any amount of funding from investors? (If so, where will that funding go?)