

You're about to start putting together your lean business plan. While a full business plan may have comprehensive information and complete paragraphs, this version will narrow it down to core information – often in the form of bullet points.

Good lean planning helps you map out the steps to reach your goals. This plan lists your business overview, marketing and sales strategy, milestones and key activities, cost and revenue, and other resources. Hone your strategy, set clear goals, get more done, and track your results.

The best lean business plans are regularly updated to reflect current goals and strategies. Consult partners or trusted mentors to get feedback on your plan to optimize it and continually increase its value to your business.

To the health and success of your business!
-The Invoice2go, a Bill.com company, team

LEAN BUSINESS PLAN

BUSINESS NAME	DATE	PREPARED BY
BUSINESS OVERVIEW		
Value Proposition	Competition	Target Market
MARKETING & SALES STRATEGY		
Sales Channels	Marketing Activities	
MILESTONES & KEY ACTIVITIES		
COST & REVENUE		
Sales	Expenses	
RESOURCES		
Key Teams	Key Partners	

DISCLAIMER

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