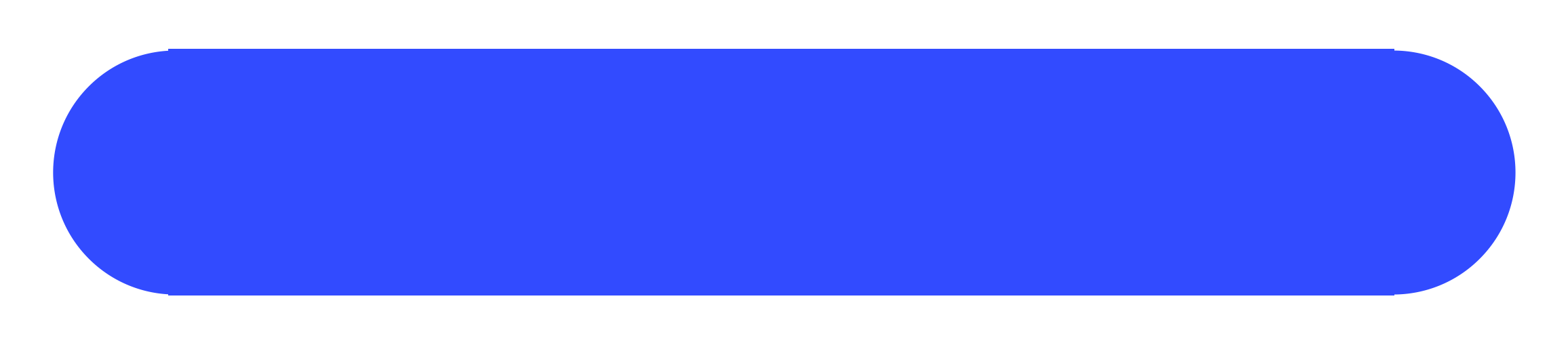
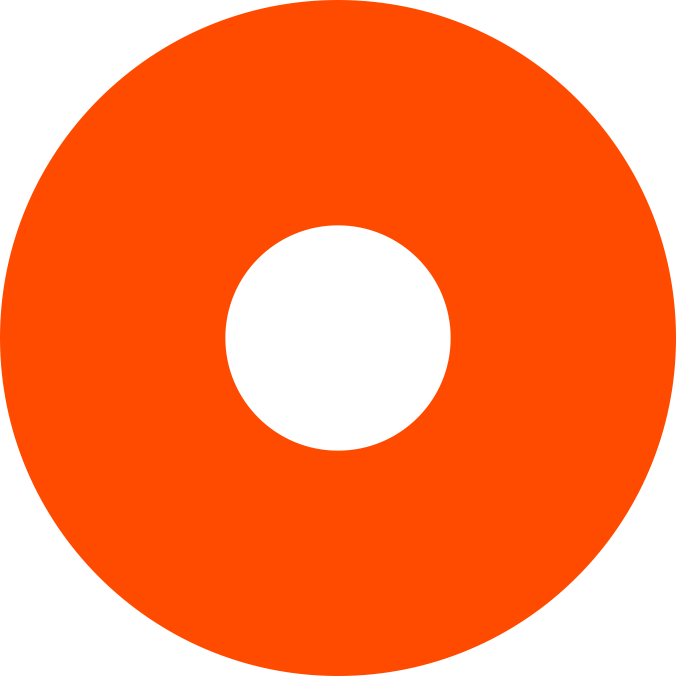
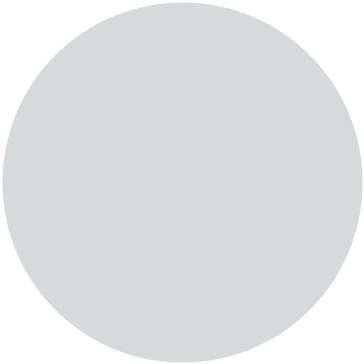
You’re about to start putting together your lean business plan. While a full business plan may have comprehensive information and complete paragraphs, this version will narrow it down to core information – often in the form of bullet points.

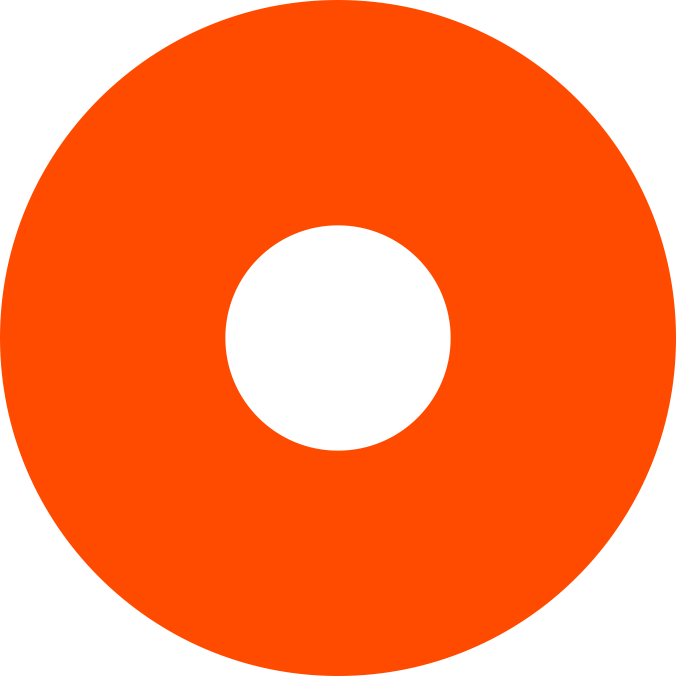
Good lean planning helps you map out the steps to reach your goals. This plan lists your business overview, marketing and sales strategy, milestones and key activities, cost and revenue, and other resources. Hone your strategy, set clear goals, get more done, and track your results.   
  
The best lean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

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