



# STARTUP BUSINESS PLAN

Your startup business plan serves your new business in several important ways. It can help persuade investors or lenders to finance your venture or move employees to join your company. Most importantly: it serves as your roadmap to guide and launch your new business.

As you dig into writing your plan, see it as an opportunity to carefully consider each step of launching and growing a successful company. This is your chance to discover any cracks in your strategy and preemptively take steps to fix them. Be honest with yourself and meticulous – doing the hard work now will pay off later.

Make your business plan clear and concise so that someone outside your industry can understand it. Be sure to review and update your business plan thoroughly at least once a year so that it accurately reflects your current goals and strategies. Consult your team or trusted mentors to get feedback and continually improve this document.

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

<b>PREPARED FOR</b>	
<b>PREPARED BY</b>	
<b>DATE</b>	
<b>CONTACT INFORMATION</b>	

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# EXECUTIVE SUMMARY

An executive summarizes the key points of this business plan. State the objectives and highlight the strategies, financial projections, and financial needs.

# BUSINESS OVERVIEW

The business overview states your business story and vision. Address who are you and what do you do? Also, identify your company's legal business structure. I.e. Sole proprietorship, limited liability corporation (LLC), limited liability partnership (LLP) and etc...



## MANAGEMENT TEAM

This section explains the makeup of your company.  
Who runs each part of the business, their responsibilities, and their ownership stakes in the business.

## SERVICE / PRODUCT LINE

This section explains what consumer problem your product or service addresses.



# MARKET ANALYSIS

This section aims to show your company has a viable market. Provides a competitive analysis of your target market and potential competition.

# SALES AND MARKETING STRATEGY

In this section, share your action plan for marketing and sales. Show how you will reach your target audience and convince them to support your brand.





# FINANCIAL PROJECTIONS

This section details your anticipated traction in the market, planned milestones, and projected earnings. Make sure you have data to back up these financial projections.

# FUNDING REQUESTS

This section will state how much money you need to launch and sustain your business. Be sure to provide data to back up any claims.

## DISCLAIMER

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