

[Insert Company Name] Business Plan

Website:

Name:

Phone:

Choose social media:
(if known)

Title:

Industry:
[e.g. (Delete this example when you're done.) Consumer Products]

Choose social media:
(if known)

Email:

Stage:
[e.g. (Delete this example when you're done.) Pre-launch]

Problem (What customer pain is your business solving?)

[e.g. (Delete this example when you're done.) Mini personal emergencies happen all the time - losing an earring back, getting something stuck in your teeth, or needing a hair tie. These mini emergencies can be disruptive and frustrating causing unnecessary stress, anxiety, and loss of focus.]

Solution (How is your business solving that problem?)

[e.g. (Delete this example when you're done.) This company creates pre-assembled personal care emergency kits for the purse or desk with an assortment of items to cover most personal emergencies for women.]

Customers (Who will buy from you? Hint: Everyone is not your customer.)

[e.g. (Delete this example when you're done.) This company serves women primarily 20-50 in the United States in urban and suburban communities. These women have busy schedules and are frequently on the go. They could be students, working professionals, caretakers, or mothers. They might be considered the friend who is always prepared or the friend who seems to never have it together. They buy this product for themselves or as a gift to create a sense of peace of mind knowing they will be covered for basic personal emergencies.]

Business Model (How does your business make money?)

[e.g. (Delete this example when you're done.) 1st channel: Business to Consumer through ecommerce; 2nd channel: Wholesale accounts with retailers; Other channels to consider: subscription model for refills and custom kits for organizations.]

Value Proposition (What is your secret sauce? What makes your business so special?)

[e.g. (Delete this example when you're done.) This company is for women by women. It takes the struggle of creating your own personal emergency kits by providing already curated kits to cover the most common circumstances women face. Our customers connect with us through

our brand based in authentic real-life struggles and embarrassing moments, while discovering new eco-friendly and made in USA products.]

Sales and Marketing (How will your business go to market?)

[e.g. (Delete this example when you're done.) We'll start by taking pre-orders to prove concept and get cash to purchase inventory (need to sell 50 to break even). We'll capitalize on engaging personal and local business networks primarily through word of mouth, email marketing, and outreach. We also plan on investing heavily in Instagram and are developing a content and outreach strategy on the platform.]

Competition (Who are your competitors? Hint: You have competitors.)

[e.g. (Delete this example when you're done.) Direct competition: There is a woman-owned company brand in Chicago providing the same product. They focus on providing a variety of bags and containers for their kits. Big retailers like CVS, Walmart, etc. also provide similar kits. Indirect competition: Women can create their own customized kits using brands they already know.]

Team (Who is on your team? What skills and experience do they bring?)

[e.g. (Delete this example when you're done.) Jane Doe (owner & founder) - BA in Finance, 3 years experience helping people start small businesses, dabbled in previous start up projects. John Smith (SBDC Advisor) - serial entrepreneur, author, and business educator.]

Projections & Milestones (What are your key important metrics to meet?)

[e.g. (Delete this example when you're done.) By the end of 2017 sell 150 units (June-December). Add 1-2 product lines in 2018. Triple revenue in 2018. Key metrics: inventory turnover, gross profit margin, and operating cash flow ratio.]

Status & Timeline (Where is the business now?)

[e.g. (Delete this example when you're done.) Incorporation is complete, finalizing components of the first products, finalizing financial projections, developing and starting implementation of marketing plan. Goal is to start taking pre-orders in June 2017.]

Next Step #1

[e.g. (Delete this example when you're done.) Develop and execute marketing plan including traditional and digital marketing methods.]

Next Step #2

[e.g. (Delete this example when you're done.) Launch website to accept pre-orders June 1st to prove concept. Take pre-orders throughout the summer to reach 50 units sold in order to break-even on inventory purchases.]

Next Step #3

[e.g. (Delete this example when you're done.) Seek out corporate partnerships for discounted wholesale prices - use launch success to leverage.]



Once you have completed this business plan, you can request a business advising appointment with a Connecticut Small Business Development Center business advisor. You will be asked to upload this document.

- If you're new to business, [register for business advising here](#).
- If you're already in business, [register for business advising here](#).

For more information about the Connecticut Small Business Development Center, visit www.ctsbdc.com.



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