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| [Business Name] |
| Start:ME Business Plan Template |
| 2019 Start:ME Program |

|  |
| --- |
| [Your Name][Date] |



**Executive Summary**

***[Welcome to the Start:ME Business Plan Template. The text in red is meant to guide your through writing your business plan. Please delete the red text and insert your own answers. We recommend you use the Business Plan-on-a-Page and the Excel Financial Starter Kit to help you build your business plan]***

**Who We Are**

*[Modify and inset your answers from Box 1 of the Business Plan-on-a-Page here]*

*Key Content Items:*

* *A description of what you do and where you are located*
* *Your company’s goals / mission*
* *When you were established / how long you have been in business*
* *Description of who owns / operates the business (the team)*
* *What differentiates your business from others*

**What We Sell/Provide**

*[Modify and inset your answers from Box 2 of the Business Plan-on-a-Page here]*

*Key Content Items:*

* *Core products / services you sell / provide to customers*

**Who We Sell To**

*[Modify and inset your answers from Box 3 of the Business Plan-on-a-Page here]*

*Key Content Items:*

* *Market(s) your business serves*
* *Target customers*
* *Knowledge of the industry, market and competitors*

**Financials**

 *[Modify and inset your answers from Box 4 of the Business Plan-on-a-Page here]*

*Key Content Items:*

* *A written summary of your business finance*
* *Your income statement (copy your excel financials)*
* *Other relevant financial tables and calculations*
* *Explanations of your numbers and/or assumptions*

**Income Statement**

*[Copy and paste in your income statement and other relevant financial statements here, there are copy paste instructions in the Excel Financial Starter Kit]*



**Start:ME Peer-Selected Grant Request**

*[Modify and inset your answers from Box 4 of the Business Plan-on-a-Page and your Start:ME grant application here]*

 *Key Content Items:*

* *How much are you requesting?*
* *How do you intend to use the funds you are looking to receive/what does this capital enable you to do for your business?*
* *What income will the assets you buy generate?*

**Additional Capital Needs**

*[Modify and inset your answers from Box 4 of the Business Plan-on-a-Page and your Start:ME grant application here]*

*Key Content Items:*

* *What is your funding request?*
* *What type(s) of capital are you pursuing (debt, equity, grants, other)?*
* *When do you need/intend to apply this capital?*
* *How do you intend to use the funds you are looking to receive/what does this capital enable you to do for your business?*
* *What income will the assets you buy generate?*