

The Hartford

# Business Plan Template



# Company name



## Identity

Include your mission statement here or a brief description of your business.



## Problem

State the problem your products and services help to solve for customers.



## Solution

Explain how your products or services solve the problem covered above for customers.



## Target market

Outline who your customers are. This can include their age, gender, occupation and location.



## Revenue channels

Describe how customers will buy your products, whether it's online, in store, from a trade show, etc.



## Competitors

Mention who your competitors are and what they sell.



## Marketing strategy

List your marketing activities. This can include:

- Social media campaigns
- Digital and print advertisements
- Attending trade shows
- Partnering with another company



## Expenses

Outline all your expenses like:

- Payroll
- Rent
- Utilities
- Insurance



## Team members

Include a list of each team member and their role in your business.



## Partners

Explain how you'll be working with other organizations or individuals, if your business has partnerships.



## Milestones

Outline milestones that will help track your company's progress. They can include:

- Launch dates
- Review dates
- Programs that generate leads or traffic
- Prototype releases
- Website development updates