**LEAN BUSINESS PLAN TEMPLATE**

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| IDENTITY | |
| PROBLEM WORTH SOLVING | OUR SOLUTION |
| TARGET MARKET | THE COMPETITION |
| SALES CHANNELS | MARKETING ACTIVITIES |
| REVENUE | EXPENSES |
| MILESTONES |  |
| TEAM AND KEY ROLES | PARTNERS AND RESOURCES |

**HOW TO FILL OUT YOUR LEAN BUSINESS PLAN**

 IDENTITY

Describe your business in one sentence. What do you do and who do you do it for? For example, a bike shop’s identity might be “We offer high quality biking gear for families and regular people, gear-heads.”

Your identity is what sets you apart from the competition. It’ how you define who you are as a business

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| PROBLEM WORTH SOLVING  Describe the problems your potential customers have.  Why do they need your products or services? | OUR SOLUTION  What is your product or service? Describe it here  and how it solves your customer’s problem. |
| TARGET MARKET  Who are your customers? Describe your ideal customer here and, if you know, how many of them there are? | THE COMPETITION  What other products and services do you potential customers use today to solve their problems? How are you better than the competition? |
| SALES CHANNELS  Describe how you will sell to your customers. Will you sell directly through a storefront or a website?  Will you use a sales team or distributors? Describe your sales process here. | MARKETING ACTIVITIES  What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here. |
| REVENUE  What are your primary revenue streams? Don’t worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products/services will generate that revenue. | EXPENSES  List your major expenses here. There’s no need to go into a lot of detail in the early stages. Just list the areas you expect to spend the most money on. |

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