**LEAN BUSINESS PLAN TEMPLATE**

|  |
| --- |
|  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

|  |  |
| --- | --- |
|  PROBLEM WORTH SOLVINGDescribe the problems your potential customers have.Why do they need your products or services? | OUR SOLUTIONWhat is your product or service? Describe it hereand how it solves your customer’s problem. |
|  TARGET MARKETWho are your customers? Describe your ideal customer here and, if you know, how many of them there are? |  THE COMPETITIONWhat other products and services do you potential customers use today to solve their problems? How are you better than the competition?  |
|  SALES CHANNELSDescribe 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 ACTIVITIESWhat are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here.  |
|  REVENUEWhat 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.  |  EXPENSESList 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.  |

Bpplans.com