

IDENTITY/PITCH

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

IDENTITY/PITCH: **COMPLETE THIS SECTION LAST, AFTER YOU'VE WORKED THROUGH EVERYTHING BELOW.**

Describe your business in one or two sentences. What do you do and who do you do it for? Focus on client outcomes, not the actions you take as a business. For example, a bike shop's identity might be: "We make cycling safe and fun by offering high-quality biking gear for families and regular people, not just gearheads." For the SBDC: "We help entrepreneurs realize their dream of business ownership through one-on-one, confidential counseling, training, and market research, and all at no cost."

Your identity is a combination of your mission, your value proposition, and your elevator pitch. It's how you define who you are as a business. The goal is to establish a clear and memorable identity that sets the business apart and resonates with its target audience.

<p> PROBLEM WORTH SOLVING/NEED WORTH FULFILLING</p> <p>Describe the problems that your potential customers have or the needs they need fulfilled. Focus ONLY on the problem or need, not how you address them.</p> <p>Video Help: https://www.youtube.com/watch?v=4WI54nFYS3o&t=1s</p>	<p>OUR SOLUTION</p> <p>How does your product or service solve the problem or fulfill the need? Focus on outcomes, stating the solution from the customer's perspective.</p> <p>Video Help: https://www.youtube.com/watch?v=4WI54nFYS3o&t=1s</p>
<p> TARGET MARKET</p> <p>Who are your customers? Describe your ideal customer(s) and, if you know, how many of them there are. From here on out, use bullets for better readability.</p> <p>Video Help: https://www.youtube.com/watch?v=dBT6sJ8pm2U</p>	<p> THE COMPETITION & COMPETITIVE ADVANTAGE</p> <p>What other products and services do your potential customers use today to solve their problems? How are you better than the competition? Use bullets for better readability.</p> <p>Video help: https://www.youtube.com/watch?v=dBT6sJ8pm2U</p>
<p> SALES CHANNELS</p> <p>Will you sell directly to your customers via a storefront or with a website (or both)? Will you use a sales team or distributors? Etsy? Amazon? Use bullets for better readability.</p> <p>Video help: https://www.youtube.com/watch?v=xszh70wZ200</p>	<p> MARKETING ACTIVITIES</p> <p>What are the primary ways you will reach your customers? Print advertising? Social Media? TV and radio?? List those activities here. Use bullets for better readability.</p> <p>Video help: https://www.youtube.com/watch?v=xszh70wZ200</p>
<p> REVENUE</p> <p>What are your primary revenue streams? List major categories of products/services and the amount of monthly sales they'll produce (or annually, depending on the business). Total up all revenue streams for projected monthly/annual revenue. These are SWAG's, Scientific Wild Ass Guesses....Just start, you can always make changes.</p>	<p> EXPENSES</p> <p>List your major expense categories here, like rent/lease, utilities, Cost of Good Sold (COGS), labor, servicing debt, marketing, travel, insurance, etc., and assign a monthly cost for each. Then add up each category for your total monthly expense. Separate out any one-time expenses: machinery, large equipment, supplies, cash-on-hand, etc. you'll need to get started.</p>

MILESTONES

List your primary goals and objectives that you hope to achieve over the next year, assign a date for completion and who's responsible for getting it done. What do you need to get done to take your business from idea to reality? Use bullets for better readability.

<p> TEAM AND KEY ROLES</p> <p>If you have business partners or need to hire key people to help you launch the business, list those people and positions here. Use bullets for better readability.</p>	<p> PARTNERS AND RESOURCES</p> <p>Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here. Use bullets for better readability.</p> <p>Video help: https://www.youtube.com/watch?v=dBT6sJ8pm2U</p>
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NOTES:

SWOT Analysis

<p>Strengths (internal to you and your company)</p> <ul style="list-style-type: none">•	<p>Weaknesses (internal)</p> <ul style="list-style-type: none">•
<p>Opportunities (external to you and your company)</p> <ul style="list-style-type: none">•	<p>Threats (external)</p> <ul style="list-style-type: none">•