**Audacious Business Plan template**

|  |
| --- |
| **Executive Summary of Business Plan:** A very short overview of the entire business plan; it provides a busy reader with everything that needs to be known about the new venture and why it will be successful. Write this last, and include a one-sentence snapshot! |
| **Problem**: What is the problem you are trying to solve? Describe the problem |
| **Solution**: How will your venture solve the problem? Outline your solution to the problem |
| **Customer Segments:** Describe your target customers. What are the characteristics of your early adopters? |
| **Unique Value Proposition**: Who are your competitors? Write a clear, compelling message that states why you are different and worth paying attention to. |
| **Channels**: What paths will effectively reach your target customers? |
| **Revenue Streams:** What are the anticipated sources of revenue? |
| **Cost Structure**: What are the key fixed and variable costs (including key resources)? |
| **Key Resources**: what are your most valuable resources - Physical; Intellectual; Human; Financial. |
| **Key Metrics:** How will you know if you are successful. What are the measures you will use to understand how your business is doing? |