



HubSpot for Startups

aws startups

Startup Business Plan Template

Write an effective business plan for your startup quickly and easily today



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Introduction

No startup reaches success with a significant amount of strategizing, organization, and well-thought execution but planning is not necessarily every entrepreneur's greatest strength or interest. That's why we at [HubSpot for Startups](#) created this Startup Business Plan Template: so that you can spend less time fretting over the little details that go into creating an all-star business plan and just start making yours. You'll find that throughout your journey as an entrepreneur, a business plan is something that you will be requested for time and time again - so you want to make sure that yours is a great one!

If you are just starting the creation of your business plan continue reading through this template and fill in the text boxes when prompted. When you reach the end of the document you will have created a great first draft of your business plan! If you are further along in your business plan creation and just need a quick gut check of your plan, continue on to the checklist in section 3 to make sure you have included everything you need.



Three Rules for Writing a Business Plan

1. Keep it brief

Nobody wants to read a 40 page business plan. Although you can probably keep writing about your company for days, all that extra text is just going to end up working against you.

2. Use language everyone can understand

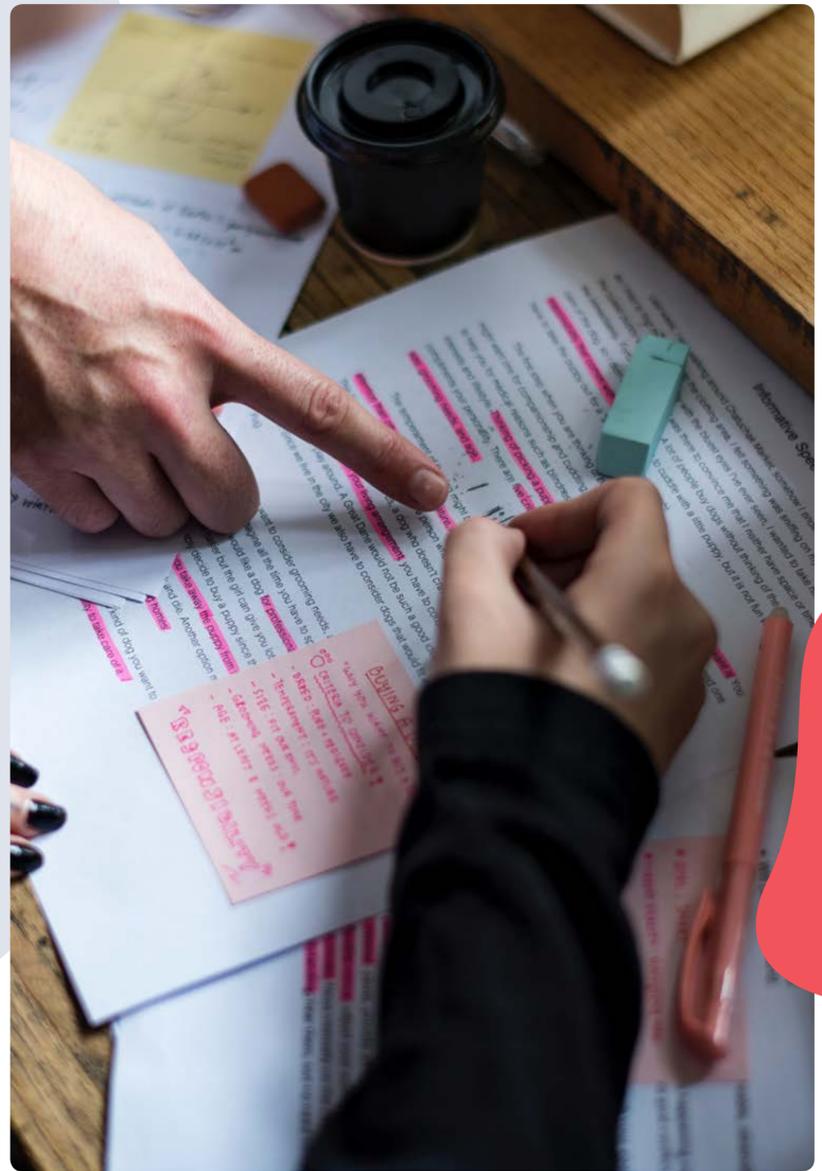
While you may know all the technical details that go into making your product or service, potential investors do not need to (at least not at first). Use language that you think any person can understand. Using big words and overly technical terms doesn't make you look smart, it makes it look like you are not really able to understand what you do.

3. Approach with confidence

No one knows your idea better than you and your business plan should reflect this. While humility is always a good idea, make sure that your business plan reflects your knowledge and expertise.

Section 2

Creating the Components



Cover Page

Use the cover page of your business plan to communicate a few high level details about your company. The cover page may be someone's first impression of your company so be sure not to overlook it. You will want to include your company name, logo, important founder contact information, and address on the cover page. It is also good to include a single sentence description of your company and it's offering on the cover page. Make sure to keep your brand logos, colors, and fonts consistent on the cover page and throughout the entire business plan.

Company Summary

Opportunity

Target Audience

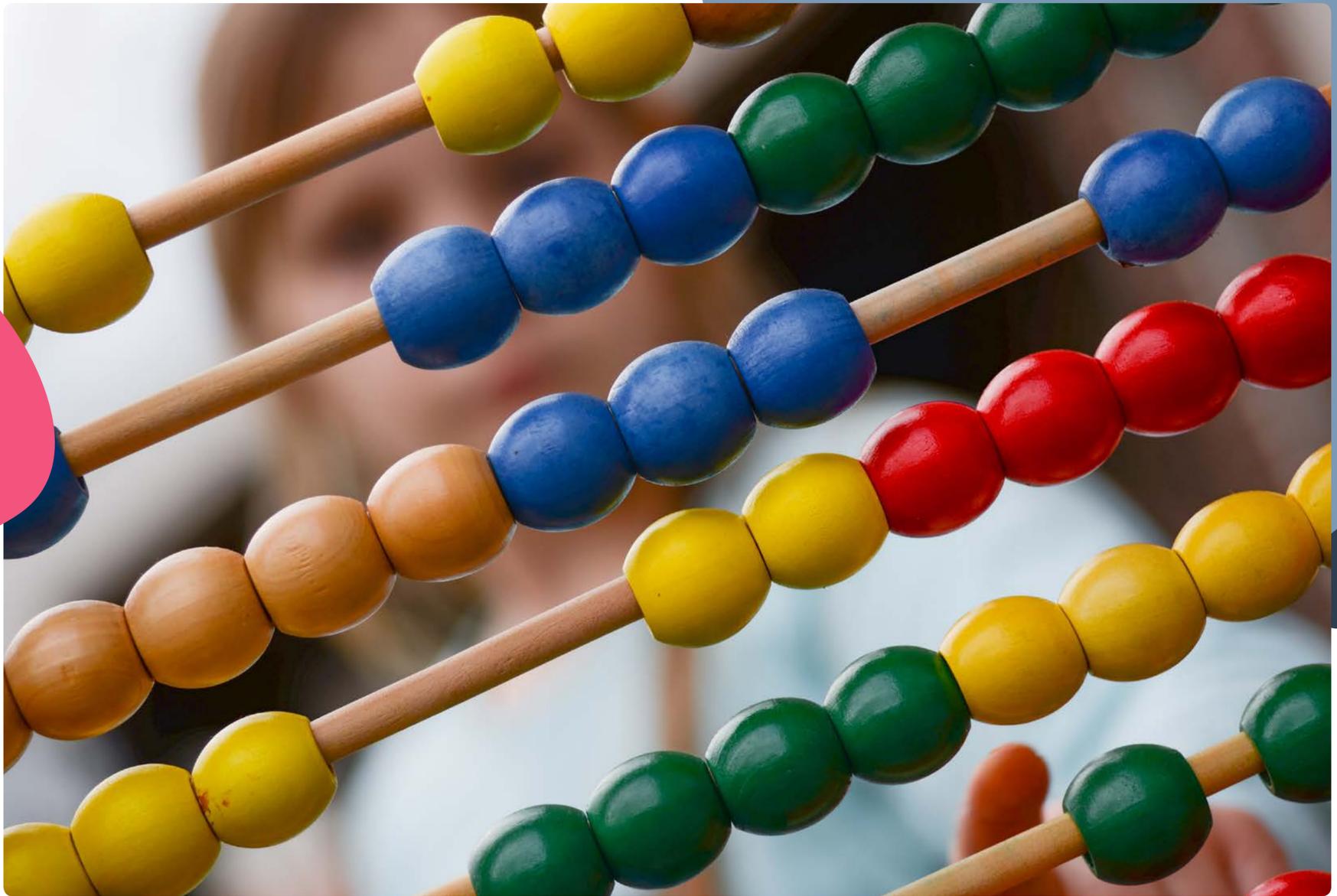
Products and Services Offered

Marketing and Sales - Part I

Marketing and Sales - Part II

Financial Plan

Goal Planning



Appendix

The appendix is your opportunity to include any information that you may have not had room to fit earlier but is still important to your pitch. The type of information that might be included here includes graphs, images, infographics, and data. While the appendix is a good place to add extra information do not overfill this section or it will be difficult to consume and likely not be read.

Section 3

The Final Checklist

Quick Hits

If you are just looking for a way to confirm that your business plan has everything investors might be looking for, run through this checklist to see what you might be missing. If you find anything that needs to be added, use the earlier pages to guide your creation.

The initial details

- Choose a name for your company
- Create a company logo
- Create a cover page for your business plan

Your company description and opportunity

- How did your company come to being?
- What kind of product and services will you be offering?
- Include your mission statement here.
- What does your company want to achieve?
- What is your operating structure?
- What problem is your company solving?

Determining your target audience

- Describe your target audience.
- What challenges does your target audience face?
- Why does your target audience want your product?
- What is your elevator pitch to potential customers?

Describing your product and service lines

What product and services will you be offering?

What will your product and services cost to the consumer?

What is your product or service's competitive edge?

Your marketing and sales plan for success

What methods will you be using to market your product?

What tactics will you leverage to sell your product?

Who will be responsible for your marketing?

Who will be responsible for your sales?

How will you find new customers?

How will marketing and sales have alignment?

Creating a financial plan for success

What are your company's funding hopes?

What revenue do you project in your first year?

How do you plan to raise money?

What money have you raised already?

Planning your goals

How will you determine success for your company in year one?

What are the biggest challenges you need to overcome?

How will you overcome these challenges?

Section 4

Getting the most out of your business plan

Ultimately, the key to achieving remarkable growth is alignment; whether it's between you and your team or between you and your investors, alignment can make all the difference.

The key to getting the most out of your business plan lies in how you make it your own. Well this template can help guide you and inform you about the elements you should not be forgetting to include in your business plan, a truly successful business plan is one that is written by someone who truly believes in their idea and has done the research to support it. Take this template but don't let it restrict you - ultimately no one will know what is best for your company more than you so feel free to tweak it and truly make this template work for you.





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Startups grow better and scale faster with **HubSpot for Startups**. The program offers education and training, 24/7 support, HubSpot Growth Platform, and access to over 200 software integrations, all at a startup-friendly price. Startups can manage contacts in our free (forever) CRM, sell better through HubSpot's robust suite of sales tools, manage all marketing through our full suite of marketing automation tools, and close the loop with customers with our services tools. Getting your first customers or your 100,000th customer, and keeping them happy, has never been easier for startups than through **HubSpot for Startups**.

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Amazon Web Services Startups

From Airbnb to Zocdoc, the world's top startups build on Amazon Web Services. But they didn't do it alone. So whether you need help solving a technical challenge, hiring the right engineers, or finalizing a fundraising round, we have all the resources you need to get started. There's a reason more startups build on AWS than any other provider: we're here to help you succeed, from inception to IPO. To learn more about AWS, visit aws.amazon.com.

