

## The market problem

## Your solution

## Target market

## Competitors

## Sales and marketing

## Milestones

## Team

## Budgets

Setup costs (1,000s)

Running costs (1,000s)

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**Total costs** (1,000s)

**Income** (1,000s)

**Profit/loss** (1,000s)

*Setup costs = things like equipment, furniture, premises, beginning inventory, website, insurance & legal.*

*Running costs = things like rent, utilities, ongoing inventory, staff, marketing, and loan repayments.*