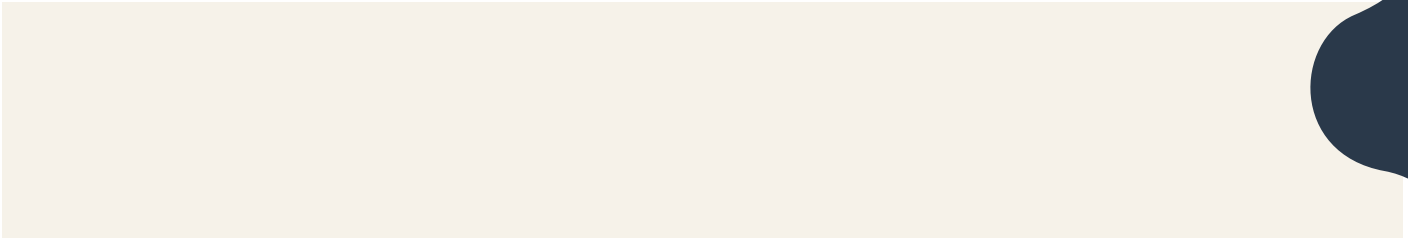



Business Plan Worksheet

Business Name:

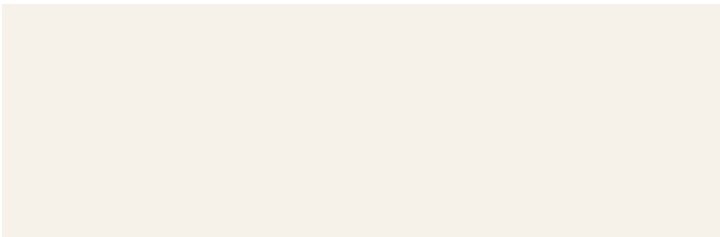
THE
Fortune
Foundry

The Business Opportunity



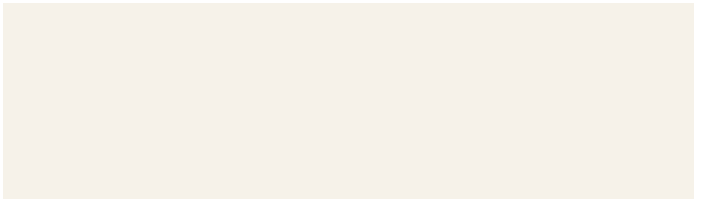
Company Description

What will this business do?



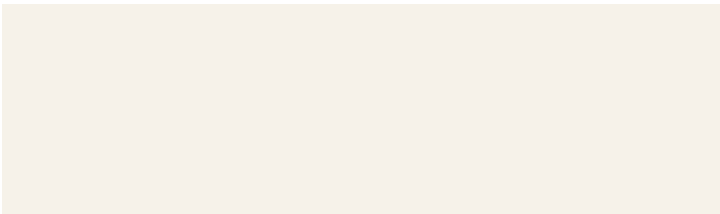
Team

Who is on your team and why are you the right person/ people to build this business?



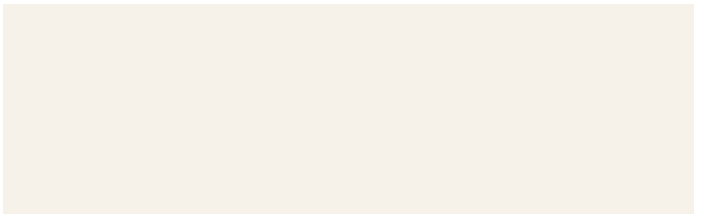
Industry & Competitive Analysis

Who are your competitors? What are they doing well? What are they missing?




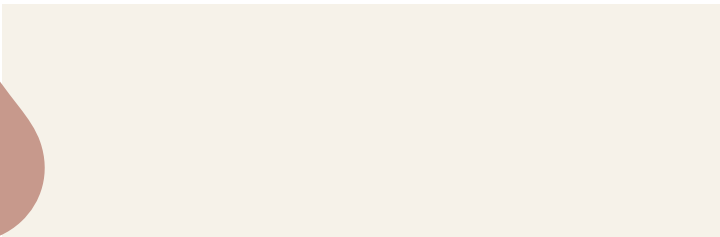
Target Market

Who are you targeting? Who are your target segments, buyer personas, and ideal customers?



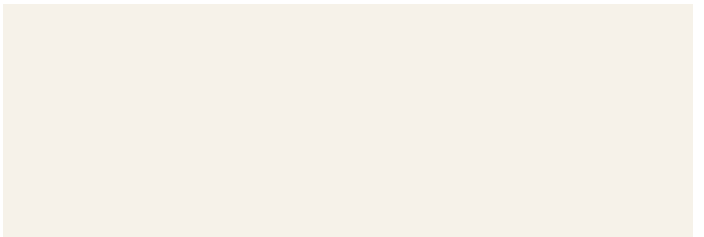
Implementation Timeline

How do you intend to roll out the business? Which phases will be involved?



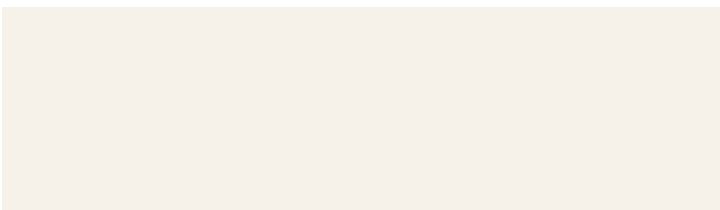
Marketing Plan

Which channels and platforms will you use to reach and convert your target audience? Where will you meet your audience?



Financial Summary

What is your cost structure and revenue streams? Consider your sales goals for the near future and long-term. What are your fixed and variable expenses?



Funding Required

How much funding will you require from investors? What will you use these funds for?

