






Company Profile	SWOT Analysis	Financial Projections
<p><b>Your Start Up</b> Describe your start up idea and why is unique/original. What problem is solving or what need is fulfilling?</p> <p><b>The Industry</b> Describe the current landscape of the industry you are planning to enter. Is it growing, flat or shrinking? What are the current industry trends?</p> <p><b>The Partners</b> -List each of the startup partner's name and their ownership in the company (%) -Background and industry experience -Titles and positions -Roles and responsibilities</p> <p><b>Your Why?</b> Define your why, What is the purpose of your business, what motivates you, and why are you passionate about it? Watch Simon Sinek video "Find your Why"</p> <p><b>Mission &amp; Vision</b> Write and live your Mission/Vision  Your mission statement drives the company. It is what you do/the core of the business, shapes your company's culture  Your vision statement gives the company direction, the future of the business, its purpose, is about what you want to become</p>	<p><b>Strengths</b> List your start up strengths: -What do you do well? -What are your unique skills? -What expert or specialized knowledge do you have? -What do you do better than your competition? -What products or services are more profitable?</p> <p><b>Weaknesses</b> What are your weaknesses: -In what areas do you need to improve? -What resources do you lack? -What areas of your business are not very profitable? -Where do you need further education or experience? -What costs you more time or money?</p> <p><b>Opportunities</b> List your external opportunities: -How can you use technology to enhance your business? -Are there new or overlooked target audiences you have the potential to reach? -Are there related product and services in the market that provide an opportunity for your business?</p> <p><b>Threats</b> -What obstacles do you face? -What are your competitor's biggest strengths? -Price wars with competitors?</p>	<p><b>Projected Revenue</b> Calculate your projected revenue and describe the different revenue sources and/or channels</p> <p><b>Projected Start Up Investment</b> Detail the necessary initial investments/expenses to launch your business: -Rent and utilities deposits -Lease space remodeling costs -Equipment, furniture and fixtures -Signage and promotions -Legal and other fees -Initial inventory -Research &amp; Development costs -Other related expenses</p> <p><b>Projected Operating Expenses</b> Detail the expected operating expenses of one single month: -Leases, insurance and fees -Inventory -Salaries -Loan interests -Marketing and Advertising -Utilities -Travel -Supplies -Depreciation and amortization -Other related expenses</p> <p><b>Total Start Up Investment</b> Calculate the total amount of investment necessary to launch your business and operate for at least 3 months with no expected profits  Describe the sources of the initial investment (savings, parents, friends, loans, investors, etc.)</p>



Product and/or Services	Market Research & Analysis	Marketing Strategy
 <p><b>Product Description</b> Describe your products and/or services including: -Unique/proprietary features -Stage of development, production and manufacturing -Products risk and liabilities -Comparison to competitive offers</p> <p><b>Value Proposition</b> Clearly describe what makes your products and/or services so unique, remarkable and the reason why are better option to your customers than the competition (competitive differentiation)</p> <p><b>Your Business Feasibility</b> Do a deep self-assessment of feasibility for your products and/or services : <i>Value:</i> What value do you bring to the lives of customers? <i>Problem Solving:</i> What key problem do you solve for your customers? <i>Money Making:</i> Can you make living money with this venture? <i>Fit:</i> How well does this venture fit your passion, background, experience and current financial situation?</p>	 <p><b>Your Market</b> -Are your business is going to be Business to Business (B2B) or Business to Consumer (B2C)? -What is your estimated market size? -Are you targeting a niche market or the general market? -What is the market demand for your products and/or services?</p> <p><b>Market Segments</b> Describe your tribe: Who are all the different customer groups or generations that potentially will buy your products and/or services?</p> <p>Which segments of the potential market are you going to target and why?</p> <p><b>Market Characteristics</b> <i>Demographics:</i> Customers age, income, gender, education, etc. <i>Psychographics:</i> Customers attitudes, opinions, beliefs <i>Geographic:</i> Location of your customers <i>Behavioral:</i> Purchasing behavior and characteristics, purchasing preference and trends</p>	 <p><b>Your Marketing Strategy</b> Describe how you will reach, engage, build trust and sell to your customers</p> <p>Are you planning to perform introductory special pricing and/or promotions?</p> <p><b>Your Competition</b> -List your major competitors, how do you compare with them in terms of size and business volume? -Describe your detailed plans to penetrate your target market and gain some share from your competitors</p> <p><b>Social Media</b> What social media channels are you planning to use to reach your target audience/market segments and why?</p> <p><b>Your Elevator Pitch</b> Get one ready, you are going to need it. Learn how to give an effective, attention grabbing quick statement about your business, products and/or services and what makes you so special. No time to be shy, your next deal could depend on it</p>