



## Business Plan Template for Startups

The following template includes the recommended points to be covered in your business plan. This information will be required to assess your application for grant incentives under Startup Uttarakhand Policy-2018 or Uttarakhand Startup Policy 2023 (whichever may be applicable). You may take assistance from your assigned Nodal Agency/Incubator to prepare this plan.

### 1. Executive Summary

Overview	Details
Mission and goals	Briefly describe the startup's mission and primary objectives
Problem & solution	Summarize the problem being addressed and the innovative solution provided by the startup.
Market opportunity	Highlight the market potential and the startup's competitive advantage.
Funding requirement	Outline the funding needed and the expected impact on the economy or community.

### 2. Company Description

Aspect	Details
Legal structure	Describe the legal structure of the startup (ex. LLC, Corporation etc.)
Location	Specify the physical location of the startup and any branches or facilities.
History	Provide a brief history of the startup, including its founding date and key milestones.

### 3. Market Analysis

Aspect	Details
Target market	Identify the target market segments and their characteristics
Market size & growth	Provide data on the market size and growth trends
Competitor analysis	Analyze key competitors (online and offline), their market share, and strengths/weaknesses.
Market needs	Highlight the needs and pain points of the target market that the startup addresses.

### 4. Description of Product/Service Offering

Aspect	Details
Product/service description	Describe the product or service, its features, and benefits.
Unique selling proposition	What sets the product/service apart from its competitors?
Intellectual property	Detail and patents, trademarks, or proprietary technology associated with the offering.

## 5. Marketing and Sales Strategy

Aspect	Details
Target customer	Define the target customer demographics and psychographics.
Marketing channels	Outline the marketing channels and tactics to reach the target audience.
Sales strategy	Describe the sales process, pricing strategy, and distribution channels.

## 6. Current traction

Aspect	Details
Customer base	What have you achieved so far in terms of number of customers served, number of repeat customers.
Revenue	Revenue generated so far.
Expense	Expenses incurred so far.

## 7. Operational Plan

Aspect	Details
Area	Specify the geographical area of operation and locations you intend to expand to.
Production	Explain the production process, including sourcing of materials and manufacturing.
Supply chain	Detail the supply chain logistics and any key suppliers or partners.
Milestones	List key operational milestones and timelines for achieving them.
Scaling	What is the strategy to scale the venture?

## 8. Management and Organization

Aspect	Details
Founding team	Details of founding team members, their roles and relevant experience.
Organizational structure	Outline the startup's organizational structure and key personnel.
Advisory board	Mention any advisors or mentors supporting the startup.

## 9. Social and Environmental Impact

Aspect	Details
Social impact	Describe any social benefits generated by the startup's operations or products/services
Environmental impact	Address any environmental considerations or sustainability practices.

### 10. Risk Analysis

Aspect	Details
Risk identification	Identify potential risks and challenges facing the startup.
Risk mitigation	Outline strategies to mitigate the identified risks and minimize their impact.

### 11. Financial Plan (for a minimum of the next 2-3 years)

Aspect	Details
Financial projections	Present detailed financial projections, including income statements, balance sheets, and cash flow statements.*
Funding requirements	Specify the funding needed and its intended use
Break-even analysis	Include a break-even analysis to demonstrate the startup's path to profitability.

*\*Template for financial projections has been provided separately as a part of the document checklist*

### 12. Source of funding

Please indicate the source of expected funds which are required as per the financials mentioned above: -

#	Source	Amount (in Rs.)	Name of Institution	Remarks
1	Own saving			
2	Friends & relatives			
3	Seed fund			
4	Grants			
5	Loans			
6	Angel fund			
7	VC fund			
8	Other sources of fund			

### 13. Activities for which funds are required

#	Name of the activity (Do not club activities)	Required fund (amount in Rs.)	Activity timeline	When is the fund required?