

[YOUR BUSINESS NAME]

1-2 sentence description of your business and value proposition.

The problem

1-2 sentence description of the problem or need that your business fills.

Our solution

1-2 sentence description of the services or products your business will provide to solve the problem.

Competitor overview

Competitor 1

1-2 sentence description of what makes you stand out.

Competitor 2

1-2 sentence description of what makes you stand out.

Target market

- Describe your potential customer base
- Describe your target demographic
- Describe your secondary target demographic (if applicable)

Business timeline

- | | | | |
|---------------|---------------|---------------|---------------|
| → Milestone 1 | → Milestone 2 | → Milestone 3 | → Milestone 4 |
| (Date) | (Date) | (Date) | (Date) |

Sales and marketing plan

- Marketing activity 1
- Marketing activity 2
- Marketing activity 3

Financial projections

- **Funding need:** Amount
- **Expected revenue:** Amount and timeline
- **Expected expenses:** Amount and timeline

Peyton's Plant Parlor

We help local plant lovers find the plants—and plant accessories—they love at reasonable prices.

The problem

Local plant shoppers are faced with poor-quality grocery store plants, expensive boutiques, or need to travel far outside of the city to get the house plants they're looking for.

Our solution

Peyton's Plant Parlor partners with local growers to bring a wide selection of fresh plants to shoppers in the city without the high price tag, all while providing education to turn more city-dwellers into plant lovers.

Competitor overview

Grocery Stores

Local stores carry a limited selection of plants that don't last very long and offer limited education for new plant parents.

High end flower boutiques

High costs limit who can afford more unique plants and are prohibitive to newer plant owners.

Target market

- **Potential to reach:** 100,000K+ customers who live within walking distance of the shop
- **Primary target market (70%):** females between the ages of 25–45
- **Secondary target market (30%):** males between the ages of 25–45

Business timeline

→ Secure 3–4 local plant suppliers

May 1st

→ Hire 2 employees to manage the shop

June 15th

→ Opening day

July 1st

→ Complete first 100 sales

July 31st

Sales and marketing plan

- Create signage for the storefront to draw attention pre opening.
- Launch digital ads to generate leads for a mailing list.
- Send business cards to local businesses in the neighborhood.

Financial projections

- **Funding need:** \$15K to launch
- **Expected revenue:** \$100K by the end of Y1, \$300K by the end of Y2
- **Expected expenses:** \$75K in expenses for Y1, \$200K in expenses for Y2