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**EYE4UA**

Enabling the green growth of Ukrainian social entrepreneurs

BUSINESS PLAN

COMPANY NAME

Name

Email Address

Phone Number

Address

City, State and Zip

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# **EXECUTIVE SUMMARY**

| (The executive summary is one of the the most important section of your business plan. Catch the eye of the reader, summarize the key points of your business plan - and show why you’re a solid investment which will bring a healthy return. Write this section last to make sure you capture everything you’ve covered in the business plan in a simple, impactful summary of 2 pages or less.      **Highlights:**    What are the main steps you’ll take to be successful?  What is your unique value proposition?  Why should a potential investor, partner or employee keep reading?) |
| --- |

# **COMPANY overview**

| (Start with a high-level introduction to the industry and niche you work in, including any indication of likely changes and developments in the market. Using data like industry trends and demographics - and highlighting governmental and economic influences - adds depth. Move onto an overview of your company, and your place in the industry landscape you’ve presented.) |
| --- |

# **problem & solution**

## THE PROBLEM

| Use this segment to help your reader see the unmet need you’ve identified - and how you’re able to help. You’ll go into some of these topics in more depth later - this is an introduction and summary of your product or service, and how it stands out.  What problem are you solving for the consumer?    How big is the problem?    What solutions are out there currently? |
| --- |

## OUR SOLUTION

| What can your business do to solve the problem? |
| --- |

# **TARGET MARKET**

## MARKET SIZE & SEGMENTS

| (Paint a picture of the customer you’re catering to, and the size of the market you’re working in. By giving a detailed view of the target audience for your company including income levels, you can show how your product or service will appeal. You’ll also need to describe existing competitors, and how you’ll either grow the overall market or take market share from others.  Who is your target customer?    How big is the market for your business?  How can you grow the market or grab market share from competitors?    How much will your target audience pay for your product/service?) |
| --- |

## **RISK ANALYSIS**

| 1. Identification of risks: Clearly define potential risks that may impact the business and categorize risks Into Internal and external factors. 2. Risk Mitigation Strategies: Propose proactive measures to mitigate Identified risks and prioritize strategies based on their effectiveness and feasibility. |
| --- |

## **SWOT ANALYSIS**

| 1. Strengths: Identify and highlight Internal strengths of the business and focus on competencies that provide a competitive advantage. 2. Weaknesses: Acknowledge Internal weaknesses or limitations and address areas that may hinder business growth or success. 3. Opportunities: Identify external factors that could positively Impact the business and explore new markets, technologies, or partnerships. 4. Threats: recognize external factors that pose potential challenges and assess Industry trends, competition, and regulatory risks. |
| --- |

# **COMPETITION**

## CURRENT ALTERNATIVES TARGET BUYERS ARE USING

| (How much competition is out there?  Who are your competitors? What are their strengths and weaknesses?) |
| --- |

## 

## **OUR COMPETITIVE ADVANTAGES**

| (Here you can describe the opportunity you’ve identified, and how your business will attract and retain customers. Set out the unique features of your business and how this will make you stand out from the competition.  How is your business solution better than the competitors?) |
| --- |

# **PRODUCT OR SERVICE OFFERINGS**

## PRODUCT OR SERVICE

| (Use this section to add more detail about the product or service you are offering. Describe how it benefits the buyer, and its unique value proposition.  **ADDITIONAL CONSIDERATIONS:**  Discuss any proprietary technology or Innovative approaches your business employs.  Address how technology will be Integrated Into your operations for efficiency.  Detail any environmentally friendly or socially responsible practices your business adopts and explain how sustainability contribute to your startup) |
| --- |

# **marketing**

## MARKETING PLAN

| (Show how you’ll connect with customers, encourage repeat sales, and build an impactful brand reputation. Go into detail about your marketing objectives and strategy here, including the channels you’ll use, the likely costs, campaign goals, and your overarching plan of action.) |
| --- |

# **ORGANIZATION AND MANAGEMENT**

| (Here you can cover both the legal structure of your business (if it exists) and give some insight into who will be leading it. Start with the type of legal entity and move into the team aspect and any other key staff members.  **MANAGEMENT AND TEAM:**  Who is working with you/or are you working alone?    What experience do they/you have?    What makes your team qualified to make your business successful?) |
| --- |

# **timeline & METRICS**

## In the next sections you can describe your next activities, milestones and metrics you are planning to achieve.

## TIMELINE

| **ACTIVITY** | **DESCRIPTION** | **COMPLETION DATE** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## MILESTONES

| **MILESTONE** | **DESCRIPTION** | **COMPLETION DATE** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## KEY PERFORMANCE METRICS

| **ACTIVITY** | **DESCRIPTION** | **KEY METRIC** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

# **FINANCIAL FORECASTS**

## KEY ASSUMPTIONS

| Provide insights in the following link for your financial projections. This will include your financial plan for three years of your startup. Describe the growth you are assuming and the profit you anticipate generating.  The link for the financial plan is: <https://docs.google.com/spreadsheets/d/1OD4GrJCUuLKuKBhaTJx8XolbPuy_xKSz/edit?usp=sharing&ouid=110845881090092275604&rtpof=true&sd=true>  **When you finalize the financial plan, please copy the table from excel in the sheet named Graphs, along with the graph indicating the break-even point.** |
| --- |

**OPTIONAL - ADDITIONAL MATERIAL**

| The additional material provided can include:   * Business Model Canvas - *https://www.strategyzer.com/library/the-business-model-canvas* * Empathy Map - *https://online.visual-paradigm.com/diagrams/features/empathy-map-template/* * Value Proposition Canvas - *https://www.strategyzer.com/library/the-value-proposition-canvas* * Other type of frameworks you used to develop your startup and plans   The documents you chose to provide **are optional.** |
| --- |