

IDEA TO IMPACT

PLANNING TEMPLATE

Business Plan Template

A structured guide to writing your plan with confidence

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HOW TO USE THIS TEMPLATE

Your Business Plan on One Document

A great business plan is not 50 pages long — it is clear, concise, and rooted in reality. Work through each section below. Be honest. Be specific. A completed plan is always better than a perfect one that never gets finished.

TIP

Write in plain language. If a stranger cannot understand your plan, an investor will not fund it.

1. EXECUTIVE SUMMARY

Write this last — but put it first. It is the most important page of your plan.

Business Name & Tagline

The Problem You Solve

Your Solution

Target Market (who + how many)

Revenue Model (how you make money)

Funding Required & How You Will Use It

One-Line Vision Statement

2. THE PROBLEM & OPPORTUNITY

Investors fund solutions to real problems. Be specific about the pain point.

Describe the Problem (use real examples or data)

Who Suffers From This Problem?

How Is It Currently Being Solved? (What Are the Gaps?)

Market Size — TAM / SAM / SOM

3. YOUR SOLUTION & PRODUCT

Explain what you have built (or are building) and why it works.

Product / Service Description

Key Features & Benefits

What Makes You Different? (Your Unique Edge)

Stage of Development (Idea / MVP / Live)

4. BUSINESS MODEL

How does your business make money? Be clear and specific.

Revenue Streams (e.g. subscription, one-off, licensing)

Pricing Strategy

Customer Acquisition Cost (CAC) Estimate

Lifetime Value (LTV) Estimate

Gross Margin Target

5. TARGET MARKET & CUSTOMER

Who is your ideal customer? The more specific, the better.

Customer Persona (age, job, pain, goal)

Demographics & Psychographics

Where Do They Spend Time Online & Offline?

How Will You Reach Them?

6. GO-TO-MARKET STRATEGY

How will you launch and grow?

Launch Channels (social, SEO, partnerships, events)

First 100 Customers — How Will You Get Them?

Marketing Budget & Tactics

Sales Strategy

7. COMPETITIVE LANDSCAPE

Know your competitors better than they know themselves.

Direct Competitors

Indirect Competitors

Your Competitive Advantage

Barriers to Entry (what stops copycats?)

8. TEAM

Investors back people as much as ideas.

Founders & Key Team Members (name, role, relevant experience)

Skills Gaps & Hiring Plan

Advisors & Mentors

9. FINANCIAL PROJECTIONS

Show you understand your numbers — even if they are estimates.

Year 1 Revenue Target

Year 2 Revenue Target

Year 3 Revenue Target

Key Costs (fixed & variable)

Break-Even Point

Funding Required & Use of Funds

10. MILESTONES & ROADMAP

Show momentum with a clear 12-month plan.

Month 1–3: Key Goals

Month 4–6: Key Goals

Month 7–9: Key Goals

Month 10–12: Key Goals
