**LEAN BUSINESS PLAN 
TEMPLATE FOR STARTUPS**

# BUSINESS / INDUSTRY OVERVIEW

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| --- |
| Hj,hj, |

# product / service offering

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# problem & SOLUTION

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# ALTERNATIVES

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# UNIQUE VALUE PROPOSITION

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# FUNDING REQUIREMENTS

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# customer segments

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# channels to reach customer segments

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# cost structure

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# sources of revenue

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# key metrics

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| **ACTIVITY** | **DESCRIPTION** | **PERFORMANCE METRIC** |
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# TIMELINE

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| --- | --- | --- | --- |
| **ACTIVITY** | **DESCRIPTION** | **START DATE** | **END DATE** |
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