****

**GO-TO-MARKET PLAN FOR STARTUPS**

GO-TO-MARKET PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL | PHONE |
|  |  |
| APPROVED BY | TITLE | DATE |
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# EXECUTIVE SUMMARY

|  |
| --- |
|  |

# MISSION STATEMENT

|  |
| --- |
|  |

# VISION STATEMENT

|  |
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|  |

# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

|  |
| --- |
|  |

### COLLABORATORS

|  |
| --- |
|  |

### CUSTOMERS

|  |
| --- |
|  |

### COMPETITORS

|  |
| --- |
|  |

### CLIMATE

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |
| --- |
| INTERNAL FACTORS |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

CAPABILITY ONE

|  |
| --- |
|  |

CAPABILITY TWO

|  |
| --- |
|  |

CAPABILITY THREE

|  |
| --- |
|  |

# GOALS

## SHORT-TERM GOALS

### FINANCIAL

|  |
| --- |
|  |

### PRODUCT

|  |
| --- |
|  |

### HUMAN RESOURCES

|  |
| --- |
|  |

### MARKETING

|  |
| --- |
|  |

## LONG-TERM GOALS

### FINANCIAL

|  |
| --- |
|  |

### PRODUCT

|  |
| --- |
|  |

### HUMAN RESOURCES

|  |
| --- |
|  |

### MARKETING

|  |
| --- |
|  |

# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
|  |

## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
|  |

## BUYER PERSONA

|  |
| --- |
|  |

# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

|  |
| --- |
|  |

## UNIQUE SELLING PROPOSITION (USP)

|  |
| --- |
|  |

## BRANDING

|  |
| --- |
|  |

## MARKETING MIX – 4Ps

### PRODUCT

|  |
| --- |
|  |

### PRICE

|  |
| --- |
|  |

### PLACE

|  |
| --- |
|  |

### PROMOTION

|  |
| --- |
|  |

## MARKETING CHANNELS

|  |
| --- |
|  |

## BUDGET

|  |
| --- |
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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
| --- |
|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
|  |

## MEASUREMENT METHODS

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| --- |
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# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

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| --- |
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## BREAK-EVEN ANALYSIS

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## FINANCIAL STATEMENTS

### INCOME STATEMENT

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| --- |
|  |

### CASH-FLOW PROJECTION

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### BALANCE SHEET

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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