**[](http://bit.ly/2MQrIkJ)**

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

GO-TO-MARKET PLAN

COMPANY NAME

Shape, background pattern

Description automatically generatedStreet Address

City, State and Zip

webaddress.com

Version 0.0.0

00/00/0000

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL | | PHONE |
|  | |  |
| APPROVED BY | TITLE | DATE |
|  |  |  |

table of contents

[1. EXECUTIVE SUMMARY 4](#_Toc22671329)

[2. MISSION STATEMENT 5](#_Toc22671330)

[3. VISION STATEMENT 5](#_Toc22671331)

[4. SITUATIONAL ANALYSIS 6](#_Toc22671332)

[4.1 5C ANALYSIS 6](#_Toc22671333)

[4.1.1 COMPANY 6](#_Toc22671334)

[4.1.2 COLLABORATORS 6](#_Toc22671335)

[4.1.3 CUSTOMERS 6](#_Toc22671336)

[4.1.4 COMPETITORS 6](#_Toc22671337)

[4.1.5 CLIMATE 6](#_Toc22671338)

[4.2 SWOT ANALYSIS 7](#_Toc22671339)

[5. CORE CAPABILITIES 8](#_Toc22671340)

[6. GOALS 9](#_Toc22671341)

[6.1 SHORT-TERM GOALS 9](#_Toc22671342)

[6.1.1 FINANCIAL 9](#_Toc22671343)

[6.1.2 PRODUCT 9](#_Toc22671344)

[6.1.3 HUMAN RESOURCES 9](#_Toc22671345)

[6.1.4 MARKETING 9](#_Toc22671346)

[6.2 LONG-TERM GOALS 10](#_Toc22671347)

[6.2.1 FINANCIAL 10](#_Toc22671348)

[6.2.2 PRODUCT 10](#_Toc22671349)

[6.2.3 HUMAN RESOURCES 10](#_Toc22671350)

[6.2.4 MARKETING 10](#_Toc22671351)

[7. TARGET MARKET 11](#_Toc22671352)

[7.1 INFORMATION COLLECTION 11](#_Toc22671353)

[7.2 PAIN POINTS 11](#_Toc22671354)

[7.3 SOLUTIONS 12](#_Toc22671355)

[7.4 BUYER PERSONA 12](#_Toc22671356)

[8. MARKETING STRATEGY 13](#_Toc22671357)

[8.1 BUYER’S BUYING CYCLE 13](#_Toc22671358)

[8.2 UNIQUE SELLING PROPOSITION (USP) 13](#_Toc22671359)

[8.3 BRANDING 14](#_Toc22671360)

[8.4 MARKETING MIX – 4Ps 14](#_Toc22671361)

[8.4.1 PRODUCT 14](#_Toc22671362)

[8.4.2 PRICE 14](#_Toc22671363)

[8.4.3 PLACE 15](#_Toc22671364)

[8.4.4 PROMOTION 15](#_Toc22671365)

[8.5 MARKETING CHANNELS 15](#_Toc22671366)

[8.6 BUDGET 16](#_Toc22671367)

[9. PERFORMANCE STANDARDS & MEASUREMENT METHODS 17](#_Toc22671368)

[9.1 STANDARDS OF PERFORMANCE 17](#_Toc22671369)

[9.2 BENCHMARKS 17](#_Toc22671370)

[9.3 MARKETING METRICS TO MEASURE SUCCESS 18](#_Toc22671371)

[9.4 MEASUREMENT METHODS 18](#_Toc22671372)

[10. FINANCIAL SUMMARY 19](#_Toc22671373)

[10.1 FINANCIAL FORECASTS 19](#_Toc22671374)

[10.2 BREAK-EVEN ANALYSIS 19](#_Toc22671375)

[10.3 FINANCIAL STATEMENTS 20](#_Toc22671376)

[10.3.1 INCOME STATEMENT 20](#_Toc22671377)

[10.3.2 CASH-FLOW PROJECTION 20](#_Toc22671378)

[10.3.3 BALANCE SHEET 20](#_Toc22671379)

[11. APPENDIX 21](#_Toc22671380)

[11.1 RESEARCH RESULTS 21](#_Toc22671381)

[11.2 PRODUCT SPECIFICATIONS AND IMAGES 21](#_Toc22671382)

# EXECUTIVE SUMMARY

|  |
| --- |
|  |

# MISSION STATEMENT

|  |
| --- |
|  |

# VISION STATEMENT

|  |
| --- |
|  |

# 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

|  |
| --- |
|  |

# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
| --- |
|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
|  |

## MEASUREMENT METHODS

|  |
| --- |
|  |

# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

|  |
| --- |
|  |

## BREAK-EVEN ANALYSIS

|  |
| --- |
|  |

## FINANCIAL STATEMENTS

### INCOME STATEMENT

|  |
| --- |
|  |

### CASH-FLOW PROJECTION

|  |
| --- |
|  |

### BALANCE SHEET

|  |
| --- |
|  |

# APPENDIX

## RESEARCH RESULTS

|  |
| --- |
|  |

## PRODUCT SPECIFICATIONS AND IMAGES

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |