

Business Plan Project

Student pages · print and hand out

BUSINESS PLAN TEMPLATE

FOR STUDENTS

Team name _____

Members _____

1. Executive summary

Write this LAST. In 3 to 4 sentences: what you sell, who buys it, and why it will work.

YOUR PITCH IN A PARAGRAPH

2. The problem and the customer

What problem are you solving, and who has it? Be specific about your target customer (age, situation, what they care about).

Our target customer is _____

3. The product or solution

What exactly will you sell? Describe it so a stranger could picture it.

4. Simple market analysis

Who else solves this problem, and what makes you different? Fill in the table.

Competitor	Their price	Our edge

The #1 reason a customer picks us

5. Basic financials

You do not need to be an accountant. Fill in what you can and show your math.

Item	Your number	Notes
Startup cost (one time)	\$ _____	What you spend before selling anything
Price per unit	\$ _____	What the customer pays
Cost per unit	\$ _____	What it costs you to make one
Profit per unit	\$ _____	Price minus cost
Break-even (units)	_____	Startup cost divided by profit per unit

6. The ask

What do you need to launch (money, space, help, permission)? What will you do with it?

Short on time? Sketch the whole idea here first. Each box is one honest sentence.

Problem	Customer	Solution
How we make money	Competitors	Our edge

Team I am reviewing _____

Check what this team did well, then write one thing that would make the pitch stronger.

- ☐ The problem was clear
- ☐ I know exactly who the customer is
- ☐ The numbers made sense
- ☐ They handled a tough question well
- ☐ I would buy or fund this

ONE THING THAT WOULD MAKE IT STRONGER

Print and cut apart. Match each term to a real number from your own plan.

Revenue

Total money coming in from sales.
Price times units sold.

Profit

What is left after costs. Revenue
minus expenses.

COGS

Cost of goods sold: what it costs to
make what you sell.

Margin

Profit as a percent of price. Higher
is healthier.

Break-even

The point where revenue finally
covers your costs.

Value proposition

The one clear reason a customer
picks you.