

From Lite to Growth Business Plan Template

"Lite" Business Plan Template

1. The offer to target customers
2. The market potential
3. Reaching target customers
4. Provision of product and/or service
5. The team
6. Simple financials

"Growth" Business Plan Template

1. Executive summary
2. Business aims
3. The offer to target customers
4. Market potential
5. Marketing and sales
6. Providing the offer
7. The team
8. Managing performance and risk
9. First year action plan
10. Financials

