



STARTUP STREET

BUSINESS PLANNING

YOU NEED A BUSINESS PLAN YOU CAN BE PROUD OF

Your Roadmap

Your business plan provides you the consistency and organization you need when launching a new company. There is a lot going on and it's easy to get overwhelmed and not know where to start or what to do next. Partnering with Startup Street provides the peace of mind you need to achieve success.

STRUCTURE

Every business plan that Startup Street produces focuses on 4 key areas that make the difference between decent and "WOW".

Strong Branding

Brand is everything. It's what separates you in a competitive market, drives top talent to your door and make customers and clients proud to talk about you. We need to craft the details of the plan around your brand, because in many cases it will be your biggest differentiator.

Organized Information

A lot of information goes into a robust business plan. Making sure that items are organized correctly, and assumptions made with financials are tied back into the written section of the business plan makes understanding it a lot easier.

Smart Growth

Understanding the difference between aggressive forecasts vs forecasts that are almost impossible is a major component to creating an effective business plan. As you grow, the business becomes more complicated and certain factors need to be considered in order to keep the business plan achievable.

Financial Data

Smart investors can tell the difference between sound financials vs ones that were thrown together. While we do not know what the future may bring, we can base our assumptions on sound logic. Sound logic (based on best practices) makes financial assumptions legitimate and well received.

BUSINESS PLAN

3 STEP ROADMAP

1

ONBOARDING

We get to work on competitor research and set the game plan, deliver your onboarding folders and get the kick off meeting scheduled.

2

DEVELOPMENT

We're off to the races, getting the plan complete, scheduling meetings and assigning both parties some homework.

3

OFFBOARDING

Your plan is completed and you have the roadmap needed for both investment opportunities and your own clarity.



WHAT'S INCLUDED

Our business plans include the usual executive summary, services/products and business description. But that's only part of it.

Competitive Analysis

Who are the major players and competitors in your industry, and how are they structured. How are they operating and what can we learn from them?

Marketing and Branding

What's your long term marketing plan and how do you plan on generating interest? What will the brand look like, and how do we convey it?

Growth Plan

What model of growth will you pursue and at what pace? Will it be direct to consumer, retail, franchising or another option?

Cost of Goods

What are the costs to actually deliver the product, including materials, labor, shipping and other items.

5 Year Roadmap

What do your financials look like as time goes on? How much profitability can you expect as the years progress and how do your expenses increase?

Startup Costs

How much capital will you need to get started and how much will be needed to provide enough runway until you become profitable?



The Promise

“By the time the business plan project is completed, you will have a solid understanding of your immediate needs, your industry, your costs and your long term plan.

Our business plan provides you a concrete roadmap for the journey you are starting. The process is both engaging and educating, and you should achieve actually what you were looking for- clarity.”

- Jeremy Griffin, Founder