

logo or company name

<u>Company/Industry</u>	<u>Products/Services (what)</u>	<u>Market Analysis (who)</u>	<u>Marketing Strategy (how)</u>
<p>Company <i>Describe Company, background, where/when/why started and owners related background, experience, start-up investment and advisory team members.</i></p> <p>Vision & Mission</p> <p>Industry <i>Describe your company's industry, who the major players are, chief characteristics</i></p> <p>SWOT Strengths (internal)</p> <p>Weaknesses (internal)</p> <p>Opportunities (external)</p> <p>Threats (external)</p>	<p>Products/Services 1. 2. 3. 4. 5.</p> <p>Revenue Streams <i>(usually match products/services but with calculations for annual revs)</i></p> <p>Value Proposition: others <i>What problem do you solve and what makes your offering remarkable/why?</i></p> <p>Val Prop for you: <i>Money-making capability Fit your background, experience, lifestyle</i></p> <p>Elevator Pitch</p>	<p>Stats B2B and/or B2C Market Size Total Market Demand</p> <p>Market Segments <i>Which you will target/why</i></p> <p>Target Market Characteristics Demographics: Psychographics: <i>(attitudes/beliefs)</i> Geographics: Behavioral: Needs/wants <i>(what are their hierarchy of needs that you can speak to?)</i></p>	<p>Marketing Strategy <i>Engaging with and building trust with each segment:</i></p> <p>-Product</p> <p>-Price</p> <p>-Promotion</p> <p>-Placement</p> <p>Engagement (How)</p> <p>Competition <i>Who they are and how you compare in size and volume? What is advantage or distinction? What do they think about you?</i></p> <p>Brand Pillars <i>What you stand for</i></p> <p>Key Messages/Mottos</p>
<p>Overall Goals: <i>(building capacities, reaching certain milestones, etc)</i></p>		<p>30/60/90 day Goals: <i>(don't forget to have 1 heart-driven goal)</i></p>	



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