

Business Plan Template (No-Fluff Version)

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1. Executive Summary

One page. If a stranger only reads this, do they get the opportunity?

— 3-4 paragraph version of your business + the ONE number that proves traction.

2. Problem & Opportunity

What's broken in the world. Who feels it. How much it costs them.

— Today, [audience] solves [problem] by [workaround] which costs [\$ / time].

3. Solution & Product

Your approach. What's the product. Three core features that deliver the value.

— Our solution: [one sentence]. Three features: 1) ... 2) ... 3) ...

4. Market Analysis

TAM / SAM / SOM with sources and methodology. Segments and where you start.

— TAM = \$X (source). Initial segment: [persona]. Why this segment first?

5. Competition

Who's adjacent. Who's direct. The deal-breakers each competitor has.

— Top 3 direct competitors + the gap you're filling that each leaves on the table.

6. Business Model

Pricing tiers, ACV, payback period, gross margin.

— Tier 1 \$X, Tier 2 \$Y. ACV today \$Z. Payback Q months.

7. Go-to-Market Plan

First 6 months. Channels. Cost per channel. KPI per channel.

— Channel 1: [name]. Plan: [tactic]. Cost: \$X / mo. KPI: [metric].

8. Financial Projections

12-month monthly P&L summary + Year 2 / Year 3 annual.

— Year 1 revenue \$X / costs \$Y / net \$Z. Year 2 +N%. Year 3 +M%.

9. Team

Who's on the team. Skill gaps. First 3 hires you'd make with capital.

⇒ *Co-founders + skill coverage. Gap: [skill]. First hire: [role, when].*

10. Milestones & Roadmap

Quarterly milestones for the next 12 months. Each measurable.

⇒ *Q1: [milestone, metric]. Q2: ... Q3: ... Q4: ...*

11. Risks & Mitigations

Three risks that could kill this. The cheapest experiment that disconfirms each.

⇒ *Risk 1: ... Mitigation: ... Disconfirming test: ...*

Tip: every section above should be answerable in a Friday afternoon. If it takes weeks, the plan is doing more than it needs to.