

 IDENTITY

 PROBLEM WORTH SOLVING

 OUR SOLUTION

 TARGET MARKET

 THE COMPETITION

 SALES CHANNELS

 MARKETING ACTIVITIES

 REVENUE

 EXPENSES

 MILESTONES

 TEAM AND KEY ROLES

 PARTNERS AND RESOURCES

 IDENTITY

Describe your business in one sentence. What do you do and who do you do it for? For example, a bike shop's identity might be: "We offer high-quality biking gear for families and regular people, not just gearheads."

Your identity is what sets you apart from the competition. It's how you define who you are as a business.

 PROBLEM WORTH SOLVING

Describe the problems that your potential customers have. Why do they need your products or services?

 OUR SOLUTION

What is your product or service? Describe it here and how it solves your customer's problem.

 TARGET MARKET

Who are your customers? Describe your ideal customer here and, if you know, how many of them there are.

 THE COMPETITION

What other products and services do your potential customers use today to solve their problems? How are you better than the competition?

 SALES CHANNELS

Describe how you will sell to your customers. Will you sell directly to them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here.

 MARKETING ACTIVITIES

What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here.

 REVENUE

What are your primary revenue streams? Don't worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue.

 EXPENSES

List your major expenses here. There's no need to go into a lot of detail in the early stages. Just list the areas that you expect to spend the most money on.

 MILESTONES

List the your primary goals and objectives that you hope to achieve over the next few months. What do you need to get done to take your business from idea to reality?

 TEAM AND KEY ROLES

If you have business partners or need to hire key people to help you launch the business, list those people and positions here.

 PARTNERS AND RESOURCES

Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here.




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**Garrett's Bike Shop**




We offer high-quality biking gear for families and regular people, not just gearheads.

*Our Opportunity*

**Problem worth solving**  
It's hard to buy a good bike in this town without being an "insider" cycling expert.

**Our solution**  
Garrett's is a snob-free zone where regular people can get top notch gear and expert advice.

**Target Market**



Young families 55% (\$2M)
College students 19% (\$700K)
Trail enthusiasts 19% (\$3.9M)
Commuters 7% (\$350K)

Market size: \$6.6M

Competitors	How our solution is better
Local bike shops	Welcoming, family-friendly space
Big-box retailers	Higher quality gear and expert advice
Online retailers	Ability to test drive and local repair

*Sales and Marketing*

**Sales channels**  
We sell bicycles and accessories directly to customers through our bike shop. We also sell via our online store and at special bike enthusiast events.

**Marketing activities**

1. Grand opening w/deals, contest, etc.
2. Host social media pages and website
3. Attend outdoor enthusiast trade shows
4. Partner with Travel Northwest
5. Advertise in local publications



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