

The Market

Buyer Persona

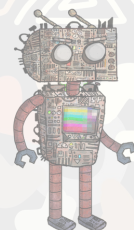


The Problem it Solves . . .

Product or Service Costs

- My Business Idea -

Product or Service



Business Names

Total Unit Cost

Sell Price

Unit Gross Profit

Units Sold per Month

GROSS PROFIT

Monthly Overhead Costs

TOTAL OVERHEAD

MONTHLY NET PROFIT

3-Month Forecast

Month 1 Month 2 Month 3

Units Forecast

Unit Sell Price

TOTAL SALES

Unit Cost

TOTAL COSTS

GROSS PROFIT

OVERHEADS

NET PROFIT

CUMULATIVE

NET PROFIT

My Business Logo