

App Startup Business Plan Template

1. Cover Page

2. Table of Contents

3. Executive Summary

- Provide some Statistics and Describe the Existing Problem
- Describe your Solution and Technology (How is it unique)
- Validation of the Concept (How will this Mobile App Idea Concept disrupt the market)
- Describe your Target Market and Size
- Describe your Marketing and Sales Strategy (How you will connect and convert your target market)
- Monetisation Strategy (How you will make money)
- Discuss the Funding Requirement and the Revenue Goals and Important Financial/ROI Milestones briefly

4. Company Overview

- History of the Company
- Vision, Mission, Values
- Details of Incorporation
- Description of the Core Activities (Products and Services)
- Details of Key Assets, Branches and Locations
- Organisational Structure and Description
- Introduction to the Core Team and Management
- Description of the Knowledge, Skills and Expertise available
- SWOT and PEST Analysis
- A Detailed Description of the Company's Revenue Streams
- Financial Highlights
- Key Success Factors
- Future Roadmap

5. Market (Industry) Analysis

- Description of the Existing Market and Demand for your Mobile App Concept including statistics, facts and figures obtained from Primary Marketing Research
- What kind of Existing/Similar/Alternative products are available
- What is the Future Market Growth Forecast

6. Customer Analysis

- Who is the Target Market (demographics and psychographics) including statistics, facts and figures obtained from Primary Marketing Research
- How will you Reach and Acquire them
- What are their Spending and Purchasing Habits
- What do they Like and Dislike
- What will be the Pricing Structure and Strategy

7. Competitor Analysis

- Who are the Main Competitors including statistics, facts and figures obtained from Primary Marketing Research
- What is their Performance and Market Share
- Porter's Five Forces Analysis of the Competitive Environment
- What is your Competitive Advantage

8. Marketing Strategy

- Describe the Marketing Objectives
- What Communication Channels will be used
- What will be the Key Marketing Message
- Describe the Digital Marketing Strategy including Social Media
- What is the Marketing Timeline, Phases and Milestones
- Pre Launch > Launch > Post Launch Marketing Activities
- How will Success be Measured

9. Operational Plan

- Details about the Daily Operations of the Company
- Highlight Key Operations Managers and Coordinators
- Describe Operational systems, procedures, protocols and policies
- Outline the Roles and Responsibilities of Operations Function
- Details of the future Operational Strategy of the Company

10. Financials

- Present Financial Position of the Company in Detail
- Balance Sheets / Profit & Loss Statements / Cash Flow Forecasts
- Company Assets Register
- Detailed Breakdown of Funding/Capital Required (Budget by Activity)
- How it will be Spent
- Monetisation Strategy (How you will make money)
- Monetisation Model (Premium, Freemium, Subscription etc.)
- What is the expected ROI
- Forecast of Future Revenue Streams and Expectations

11. References and Bibliography

12. Notes