**LEAN BUSINESS PLAN TEMPLATE – Your business plan on a single page**

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| **IDENTITY**We offer high-quality biking gear for families and regular people, not just gearheads. |
| **PROBLEM WORTH SOLVING**It’s hard to buy a new bike in this town without being an “insider” cycling expert. | **OUR SOLUTION*** New Bikes
* Repairs
* University Patrol
* Clothing & Accessories
* Used Bikes
 |
| **TARGET MARKET*** College students
* Young families
* Trail enthusiasts
* Parents

s | **THE COMPETITION*** Local bike shops
* Big-box retailers
* Online retailers
 |
| **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*** Host social media pages and website
* Partner with Travel Northwest
* Attend outdoor enthusiast trade shows
* Grand opening w/deals
 |
| **REVENUE*** New Bikes
* Repairs
* University Patrol
* Clothing
 | **EXPENSES*** Inventory
* Payroll
* Marketing
 |
| **MILESTONES**

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| --- | --- | --- | --- | --- |
| Milestone 11/1/18 | Milestone 21/1/18 | Milestone 31/1/18 | Milestone 41/1/18 | Milestone 51/1/18 |

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| **TEAM AND KEY ROLES*** Garrett McKenzie (Founder)
* Jill Bloom (Shop manager)
* Tom McKey (Advisor)
 | **PARTNERS AND RESOURCES*** The Great Outdoors
* Travel Northwest
* Cycle Parts “R” Us
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Create your

Lean Business Plan



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