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

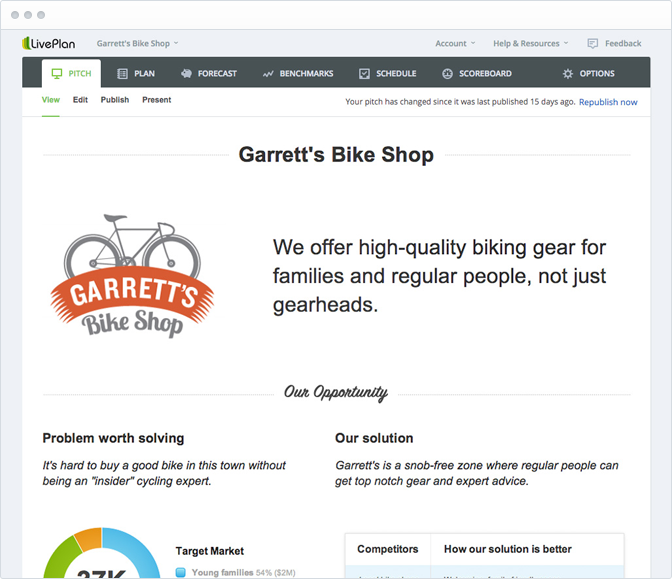
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| --- | --- |
| **IDENTITY**  We offer high-quality biking gear for families and regular people, not just gearheads. | |
| **PROBLEM WORTH SOLVING**  It’s hard to buy a new bike in this town without being an “insider” cycling expert. | **OUR SOLUTION**   * 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**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Milestone 1  1/1/18 | Milestone 2  1/1/18 | Milestone 3  1/1/18 | Milestone 4  1/1/18 | Milestone 5  1/1/18 | | |
| **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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Lean Business Plan

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LivePlan makes it easy to collaborate online, build complete financial forecasts, and track your progress.

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