

SAMPLE 30-60-90 DAY BUSINESS PLAN FOR STARTUP

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PLAN TITLE	PREPARED BY
Startup Company 30-60-90 Day Business Plan	Miguel Sanchez

PURPOSE	DATE
To establish our business goals and deliverables, and develop a 90-day plan of action to develop our business plan	05/25

FIRST 30 DAYS

START DATE	END DATE
06/01	06/30

MAIN GOALS

Clearly define the problem to solve
Clearly define the solution to the problem
Decide whether to proceed with business idea

DELIVERABLES

Problem / Opportunity Statement
Market Research Report

DAY 1 – 30 PLAN

TASK	DESCRIPTION	ASSIGNED TO	DUE DATE
Write down a summary of the problem			
Research the problem to identify factors that contribute to or worsen it			
Write down facts and statistics related to the problem			
Milestone - Goal 1	Define the problem you are solving		
Brainstorm and list out ideas			
Evaluate and refine list of ideas			
Decide which ideas are most feasible	Interview relevant experts and determine business scenarios		
Conduct formal assessments of concept	Pre-feasibility study		
Narrow down ideas by process of elimination			
Milestone – Goal 2	Define the solution to the problem		
Conduct research on existing solutions to the problem			
Conduct research on competitors			
Identify gaps or opportunities that make your solution better			
Define who is impacted by the problem			
Gather information on the customers of competitors	Conduct interviews, send surveys, observe customers		
Get feedback from customers on your business idea			
Milestone – Goal 3	Decide whether to proceed		

DAYS 30 – 60

START DATE	07/01	END DATE	07/30
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MAIN GOALS

Pinpoint target buyer
Develop a business model
Seek strategic partnerships

DELIVERABLES

SWOT Analysis
Marketing Plan
Operational Plan
Business Model

DAY 30 – 60 PLAN

TASK	DESCRIPTION	ASSIGNED TO	DUE DATE
Conduct market research	Get an in-depth view of the competitive landscape		
Determine niche market to target			
Identify buyer pain points			
Develop competitive advantage	Determine how you will set yourself apart from competitors		
Research target market segments	Demographics, psychographics, problems they are facing		
Research industry reports related to your product and industry			
Milestone - Goal 1	Pinpoint target buyer		
Determine key business activities			
Identify business resources needed	Capital, intellectual property, office space, equipment, talent		
Conduct SWOT Analysis			
Determine process to manufacture product			
Determine process to get product to customer			
Develop unique value proposition	Bring lasting value to customers		
Milestone – Goal 2	Develop business model		
Research local retailers that align with your brand and product			
Research advertising partners			
Evaluate costs and benefits of partnerships			
Milestone – Goal 3	Seek strategic partnerships		

DAYS 60 – 90

START DATE	07/31	END DATE	08/29
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MAIN GOALS

Develop sales plan
Develop financial plan
Finalize business plan

DELIVERABLES

Sales Plan
Financial Plan
Business Plan
Investor Pitch Deck

DAY 60 – 90 PLAN

TASK	DESCRIPTION	ASSIGNED TO	DUE DATE
Define sales targets for your business	Align goals and strategies with the needs of the target market		
Outline steps to take to achieve sales goals			
Develop a sales enablement strategy			
Create a forecast of sales you expect to reach	1-3 year sales forecast		
Determine the systems to put in place to support product sales			
Milestone - Goal 1	Develop Sales Plan		
Identify input costs			
Establish selling price of product			
Conduct break-even point analysis			
Prepare a startup budget			
Prepare a pro forma balance sheet			
Prepare pro forma income statement			
Prepare a pro forma cash flow statement			
Prepare a sources and uses of funds statement			
Milestone – Goal 2	Develop financial plan		
Document current and future business goals	Determine SMART goals for the next 1-3 years		
Develop your mission and vision statement			
Document your management team	Brief bio, including relevant experience that brings value		
Detail product and service offerings	Convey how they meet the needs of buyers, and details on future offerings		
Define structure of company			
Summarize the company history	When the business started and key milestones		
Milestone – Goal 3	Finalize business plan		

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