

BUSINESS
START UP
PLANNER SET

Core Concept

What product do you offering?

Who is your users?

How you reach your customer?

Business Plan

Mission
whats is your why?

Business Goals

Income Projection

Cost Projection

Personal Growth

Notes

SWOT Analysis

<p>Struggle</p>	<p>Weakness</p>
<p>Opportunity</p>	<p>Threats</p>

Notes

A.I.D.A Models

Awareness	Interests
Desire	Action

Notes

Competitor Analysis

Competitor Name

Branding

Point of interest such as tagline, visual imagery etc.

Value Proposition

How the product promises customers problem

Contents

Types of content created

Social Media

Social Media Channel Used

Keywords

Organic and paid keyword used by Competitor

Ads Spend

Averages Spend on ads per month

Campagne

Campaign that currently running by competitor

Events

Events and tradeshows the competitor sponsor

Competitor Battlecard

Competitor Name

Solution Overview
Target Customer
Pricing

Customer Pain Points	Key Differentiators
Strength	Weakness

Social Media Analysis

Social Media #1	Summary	Follower	Active?
Competitor #1			
Competitor #2			
Competitor #3			

Social Media #1	Summary	Follower	Active?
Competitor #1			
Competitor #2			
Competitor #3			

Social Media #1	Summary	Follower	Active?
Competitor #1			
Competitor #2			
Competitor #3			

Social Media #1	Summary	Follower	Active?
Competitor #1			
Competitor #2			
Competitor #3			

Product Services

Product	Price	Description

Notes

Start Up Cost

No	Items	Cost
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

Notes

Marketing Plan

Channel	Tactics	Cost	Status
Content Marketing			
Email Marketing			
Social Marketing			
Referral Marketing			
SEO			
App Development			

Notes

Daily Planner

Date :

Timeline:

07 am

08 am

09 am

10 am

11 am

12 am

01 pm

02 pm

03 pm

04 pm

05 pm

06 pm

Priorities:

-
-
-

To Do List

Notes

Monthly Planner

Month :

Week 01

Week 02

Week 03

Week 04

Notes

Yearly Goals

Year :

January

January

January

January

January

January

January

January

January

January

January

January

"MY PLAN IS MY FUTURE"