*1-2 sentence description of your business and value proposition.*

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| **The Problem** | **Our Solution** | **Competitor Overview** |
| 1-2 sentence description of the problem or need that your business fills. | 1-2 sentence description of the services or products your business will provide to solve the problem. | **Competitor 1** 1-2 sentence description of what makes you stand out.  **Competitor 2**  1-2 sentence description of what makes you stand out. |

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| **Target Market** |
| * Describe your potential customer base * Describe your target demographic * Describe your secondary target demographic (if applicable) |

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| **Business Timeline** |  |  |  |
| * Milestone 1   **(Date)** | * Milestone 2   **(Date)** | * Milestone 3   **(Date)** | * Milestone 4   **(Date)** |

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| **Sales and marketing plan** | **Financial Projections** |
| * Marketing activity 1 * Marketing activity 2 * Marketing activity 3 | * **Funding Need:** Amount * **Expected Revenue:** Amount and timeline * **Expected Expenses:** Amount and timeline |

*We help local plant lovers find the plants—and plant accessories— they love at reasonable prices.*



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| **The Problem** | **Our Solution** | **Competitor Overview** |
| Local plant shoppers choose between poor-quality grocery store plants, expensive boutiques, and out-of-town travel to get the house plants they’re looking for. | Peyton’s Plant Parlor partners with local growers to bring a wide selection of fresh plants to shoppers in the city without the high price tag, all while providing education to turn more city-dwellers into plant lovers. | **Grocery Stores** Local stores carry a limited selection of plants that don’t last very long and offer limited education for new plant parents.  **High End Flower Boutiques**  High costs limit who can afford more unique plants and are prohibitive to newer plant owners. |

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| **Target Market** |
| * **Potential to reach:** 100,000K+ customers who live within walking distance of the shop * **Primary target market (70%):** females between the ages of 25-45 * **Secondary target market (30%):** males between the ages of 25-45 |

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| **Business Timeline** |  |  |  |
| * Secure 3-4 local  plant suppliers   **May 1** | * Hire 2 employees to manage the shop   **June 15th** | * Opening Day     **July 1st** | * Complete first  100 sales   **July 31st** |

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| **Sales and marketing plan** | **Financial Projections** |
| * Create signage for the storefront to draw attention pre opening. * Launch digital ads to generate leads for  a mailing list. * Send business cards to local businesses  in the neighborhood. | * **Funding Need:** $15K to launch * **Expected Revenue:** $100K by the end of Y1,   $300K by the end of Y2   * **Expected Expenses:** $75K in expenses for Y1,  $200K in expenses for Y2 |

