**Startup India SISFS – Business Plan Format (for Word)**

**1. Executive Summary**
Brief overview of the business, product/service, and objective of the startup.

**2. Startup Overview**
Mission, vision, registration details, structure (LLP/Company/OPC etc.)

**3. Problem Statement**
What key problem does your startup aim to solve?

**4. Solution Offered / Innovation**
How does your solution stand out? Highlight innovation or IP.

**5. Market Opportunity**
Target audience, industry size, trends, and growth potential.

**6. Business Model**
How will you make money? Revenue streams and customer acquisition.

**7. Product / Service Description**
What exactly are you offering? Key features, development stage, USP.

**8. Target Market**
Who are your customers? Location, age group, sectors etc.

**9. Competitive Advantage**
Competitors and how you are different/better.

**10. Marketing & Sales Strategy**
Channels you will use to reach customers.

**11. Founding Team and Key Members**
Brief about founders and core team with relevant experience.

**12. Financial Projections (3 Years)**
Sales, expenses, profits, breakeven point.

**13. Funding Requirement & Utilization Plan**
How much you are asking for and where it will be spent.

**14. Risk Assessment & Mitigation**
Identify risks and how you plan to handle them.

**15. Exit Strategy (if any)**
Investor exit plan (optional).

**16. Annexures**
Pitch deck, registration certificate, licenses, IPs etc.