

Coaching Business Plan

I. Executive Summary

Brief Overview:

Mission Statement:

Unique Selling Propositions:

II. Business Description

Nature of Business:

Services Offered:

Business Structure:

III. Market Analysis

Industry Overview:

Target Market:

Competitive Landscape:

IV. Organization & Management

Team Composition:

Roles & Responsibilities:

Organizational Structure:

V. Service/Product Line

Service/Product 1:

Features:

Benefits:

Service/Product 2:

Features:

Benefits:

VI. Marketing & Sales Strategy

Client Acquisition:

Client Retention:

Pricing Model:

VII. Funding Request (If applicable)

Funding Needed:

Usage of Funds:

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ROI:

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VIII. Financial Projections

Year 1:

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Year 2:

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Year 3:

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