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Business Startup

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Timeframe Assumption Start Date:

End Date:

Startup Costs	Customer Acquisition Costs
One-time startup expenses	
Monthly Fixed Costs	Inventory / Working Capital
SG&A:	

Other Costs:

Cash Needed for Startup	Projected Revenue	Projected Total Costs	Cash Left

Marketing Strategy and Budget:

Expected Sales Conversion Rate: _____ %

\$ _____ initial customer value \$ _____ lifetime customer value

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