

**FREE VERSION OF GROWTHINK'S  
ULTIMATE MOBILE APP BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**

(if Applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]

[Title]

[Company Name]

[Address 1]

[Address 2]

[City, State Zip]

Tel: [ ]

Fax: [ ]

Email: [ ]

Website: [ ]

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Mobile App Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Mobile App Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Mobile App Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Mobile App Business Plan Template, please go to <https://businessplantemplate.growthink.com/mobile-app/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Mobile App Business Plan Template:***

[Company Name], located at [insert location here] is a creative mobile Application that helps you find restaurants, culinary events and other cool foodie gatherings. It's a unique guide based on recommendations from chefs and sommeliers. Recommendations range from special occasion restaurants to neighborhood dive bars to high-end farmer's markets.

### **Products and Services**

[Company Name] will offer a wide variety of insider recommendations from the food industry's most trustworthy chefs, sommeliers, writers, restaurateurs, bartenders and food artisans. Recommendation include:

- Restaurants
- Bars
- Grocery Stores
- Farmer's Markets
- Meat and Seafood Shops
- Delis
- Bakeries
- Coffee
- Recipes

# **II. Company Overview**

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## ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

## **Company Vision/Mission Statement**

- *What goals is your company trying to achieve?*

## **Past Accomplishments**

- *What successes has your company already achieved?*

### **Sample from Growthink's Ultimate Mobile App Business Plan Template:**

[Company Name], headquartered at [insert location here] is a creative mobile Application that helps you find restaurants, culinary events and other cool foodie gatherings. It's a unique guide based on eating, drinking and other recommendations from chefs and sommeliers. Recommendations range from special occasion restaurants to neighborhood dive bars to high-end farmer's markets.

[Company Name] will offer a wide variety of insider recommendations from the food industry's most trustworthy chefs, sommeliers, writers, restaurateurs, bartenders and food artisans. Recommendation include:

- Restaurants
- Bars
- Grocery Stores
- Farmer's Markets
- Meat and Seafood Shops
- Delis
- Bakeries
- Coffee

## **III. Industry Analysis**

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### **Market/Industry Overview**

- *In what market(s) do you compete?*

### **Market/Industry Trends**

- *What are the key market trend(s) and how does that effect you?*

### **Relevant Market Size**

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### **Sample from Growthink's Ultimate Mobile App Business Plan Template:**

The following industry size facts and statistics bode well for [Company Name].

- The smartphone App development industry in the U.S. will reach an estimated \$9.7 billion in revenues this year.
- Industry developers have capitalized on the smartphone's rise over the last five years and quickly produced gaming, entertainment, productivity, and social Apps to support U.S. consumers' increasingly smartphone-centric lifestyles. This year, an estimated 138.8 billion App downloads worldwide will take place. Today, the Apple App Store (iOS) offers over 1.2 million Apps, while Google Play (Android) houses over 1 million.
- Free downloads are expected to account for 95.5% of total downloads. According to Gartner, in-App purchases are expected to account for 48.2% of total mobile App store revenue from advertising is also expected to increase significantly.
- Key drivers include: Number of Mobile Devices, % Services Conducted Online, and E-Commerce Activity

## **IV. Customer Analysis**

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### **Customer Needs**

- *What are the key needs of your target customers?*

### **Target Customer Profile**

- *Who are your target customers? Give a detailed demographic profile.*

### **Sample from Growthink's Ultimate Mobile App Business Plan Template:**

[Company Name] will primarily target smartphone savvy people in two primary age groups: 18-29 and 30-49.

The largest share of mobile App industry revenue is generated from consumers between 18 and 29. Consumers in this age group tend to be the most technologically savvy, have the highest smartphone penetration rate and have the greatest comfort purchasing online.

Consumers aged 30 to 49 are estimated to represent 45% of the market. A growing segment, more lifestyle, tools and productivity Apps are being developed to cater to this market, as it typically has significantly higher income than consumers age 18 to 29.

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Mobile App Business Plan Template:***

The following are expected to be the key competitors for [Company Name] due to their current brand and resources:

#### **Tastemade**

Tastemade is an App for the food lover who also loves to travel. Through a network of "Tastemakers" in 22 cities around the world, Tastemade offers short, one- or two-minute videos showcasing the coolest places for food lovers. You can also use the App to make your own videos during your travels and creates lists of the places you've been and want to see.

#### **Local Eats**

Local Eats doesn't list every restaurant possible. Instead, it focuses on the best of the bunch with editors considering ratings from magazines, newspapers, and dining sites to work out what should be suggested. Its curated list manner means you don't have to work your way through the poor restaurants to get to the good. The App focuses on local restaurants too rather than including national chains.



## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Mobile App Business Plan Template:***

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

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### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a wide variety of food-focused material for App users
- Making the experience of dining and cooking fun and easy
- Providing excellent customer service, with dedicated customer service representatives

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### **Promotions Strategy**

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The Company's promotions strategy to reach the target market of foodies includes:

#### **Public Relations**

We will contact food magazines, food sections of newspapers, and television stations and send them a press release describing the opening and unique value proposition of [Company Name].

#### **Search Engine Optimization**

The Company will develop its website in such a manner as to direct as much traffic from search engines as possible. The original website designer will use knowledge of search engine optimization to orient the website's content towards this end and begin a program of link exchange to move up the search engine rankings (particularly Google). Ongoing search engine optimization of this type will be executed by an experienced SEO firm contracted on a monthly basis.



## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Mobile App Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions, including the following:

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing suppliers of content and managing supplier relations
- Hiring and training staff
- Customer service/front desk functions

#### Mobile Application Functions

- Developing additional Application features
- Application maintenance, updates, and bug-fixing
- Ongoing search engine optimization

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Mobile App Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the technology business for 10 years.

[Founder] is a seasoned professional whose career highlights include.

[Founder] graduated from the University of ABC where he majored in XYZ.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/mobile-app/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### **Sample from Growthink's Ultimate Mobile App Business Plan Template:**

[Company Name]'s revenues will come from the sale of upgraded mobile Application offerings, business listing fees and in-App advertisements.

The major costs for the company will be cost of goods sold (license fees and royalties to suppliers, internet connection fees, etc.) and salaries of the staff. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

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## **Capital Requirements and Use of Funds**

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[Company Name] is currently seeking \$100,000 to launch. This will be used primarily for staffing until we hit break-even.

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## **Key Assumptions & Forecasts**

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|                                   | FY 1               | FY 2               | FY 3               | FY 4               | FY 5               |
|-----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Revenues</b>                   |                    |                    |                    |                    |                    |
| Hotel                             | \$1,980,125        | \$2,832,031        | \$3,409,160        | \$3,783,447        | \$4,100,713        |
| <b>Total Revenues</b>             | <b>\$1,980,125</b> | <b>\$2,832,031</b> | <b>\$3,409,160</b> | <b>\$3,783,447</b> | <b>\$4,100,713</b> |
| <b>Expenses &amp; Costs</b>       |                    |                    |                    |                    |                    |
| Cost of goods sold                | \$455,429          | \$623,047          | \$681,832          | \$718,855          | \$738,128          |
| Lease                             | \$0                | \$0                | \$0                | \$0                | \$0                |
| Marketing                         | \$149,006          | \$141,602          | \$170,458          | \$189,172          | \$205,036          |
| Salaries                          | \$721,095          | \$797,115          | \$1,014,687        | \$1,119,408        | \$1,164,185        |
| Initial expenditure               | \$50,000           | \$0                | \$0                | \$0                | \$0                |
| <b>Total Expenses &amp; Costs</b> | <b>\$1,375,530</b> | <b>\$1,561,763</b> | <b>\$1,866,977</b> | <b>\$2,027,436</b> | <b>\$2,107,349</b> |
| <b>EBITDA</b>                     | <b>\$604,595</b>   | <b>\$1,270,268</b> | <b>\$1,542,183</b> | <b>\$1,756,011</b> | <b>\$1,993,364</b> |
| Depreciation                      | \$372,760          | \$372,760          | \$372,760          | \$372,760          | \$372,760          |
| <b>EBIT</b>                       | <b>\$231,835</b>   | <b>\$897,508</b>   | <b>\$1,169,423</b> | <b>\$1,383,251</b> | <b>\$1,620,604</b> |
| Interest                          | \$164,782          | \$144,184          | \$123,586          | \$102,988          | \$82,391           |
| <b>PRETAX INCOME</b>              | <b>\$67,054</b>    | <b>\$753,324</b>   | <b>\$1,045,837</b> | <b>\$1,280,263</b> | <b>\$1,538,213</b> |
| Net Operating Loss                | \$0                | \$0                | \$0                | \$0                | \$0                |
| Use of Net Operating Loss         | \$0                | \$0                | \$0                | \$0                | \$0                |
| Taxable Income                    | \$67,054           | \$753,324          | \$1,045,837        | \$1,280,263        | \$1,538,213        |
| Income Tax Expense                | \$23,469           | \$263,663          | \$366,043          | \$448,092          | \$538,375          |
| <b>NET INCOME</b>                 | <b>\$43,585</b>    | <b>\$489,661</b>   | <b>\$679,794</b>   | <b>\$832,171</b>   | <b>\$999,839</b>   |
| Net Profit Margin (%)             | 2.2%               | 17.3%              | 19.9%              | 22.0%              | 24.4%              |

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Mobile App Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Mobile App Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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