LLC Business Plan Template

[Your LLC name] LLC

State of formation: [state] Prepared by: [name] Date: [month, year]

How to use this template: replace every green [bracket] with your own details and delete the grey guidance text. Remove sections that don't apply. A finished plan for a small single-member LLC is often 3 to 6 pages. A one-page version and a fully worked example are at the end of this file.

Free template from StartFleet (startfleet.io/guide/llc-business-plan). This template is for planning only and is not legal, tax or financial advice.

Before you write: research notes

Answer these four questions first. Your answers feed sections 4 to 6 and 8.

1. Who exactly is the customer? (a specific type of buyer, not "small businesses")

[Write here]

1. What do they use today, what does it cost them, and what do they dislike about it?

[Write here]

1. Who are your main competitors, what do they charge, and how do they find customers?

[Write here]

1. What evidence do you have that people will pay? (interviews, pre-orders, test sales)

[Write here]

1. Executive summary

Write this last. In half a page: what the LLC does, who it serves, how it makes money and what it will achieve in the next 12 months.

[Write here]

2. Company description

Legal name, state of formation, formation date, EIN status, registered agent, any DBA or trade name, and one clear sentence that says exactly what the business does.

[Write here]

3. Ownership and management

Each member and their ownership percentage. Member-managed or manager-managed. Who can sign contracts and spend money. This must match your operating agreement.

[Write here]

Member	Country of residence	Ownership %	Role
[name]	[country]	[%]	[member / manager]
[name]	[country]	[%]	[member / manager]

4. Products and services

What you sell, who each product is for, and the price. Which product will bring in most of the revenue, and why.

[Write here]

Product or service	Customer	Price (USD)	Notes
[product]	[who]	[$]	
[product]	[who]	[$]	
[product]	[who]	[$]	

5. Market and customers

Your target customer, the part of the market you can realistically reach, and the countries your customers are in. Cite your sources.

[Write here]

6. Marketing and sales

How customers find you, your sales channels (website, Amazon, Shopify, referrals) and how they pay (for example Stripe or PayPal).

[Write here]

7. Operations

Who does the work, key suppliers and tools, and where the business is run from, including your country if you live outside the US.

[Write here]

8. Financial plan

Monthly revenue estimate, main costs and break-even point. Include the cost of keeping the LLC in good standing. Use the tables below.

[Write here]

Startup and yearly LLC costs

Cost	Year one (USD)	Year two onward (USD)
Formation service and state filing fee	[$]	n/a
Registered agent	[$ or included]	[$ or included]
State annual report or tax	[$ or n/a]	[$]
Federal filings (for example Form 5472 + pro-forma 1120)	[$]	[$]
Software and tools	[$]	[$]
Other	[$]	[$]

12-month forecast

Month	Revenue	Costs	Profit
Month 1	[$]	[$]	[$]
Month 2	[$]	[$]	[$]
Month 3	[$]	[$]	[$]
Month 4	[$]	[$]	[$]
Month 5	[$]	[$]	[$]
Month 6	[$]	[$]	[$]
Month 7	[$]	[$]	[$]
Month 8	[$]	[$]	[$]
Month 9	[$]	[$]	[$]
Month 10	[$]	[$]	[$]
Month 11	[$]	[$]	[$]
Month 12	[$]	[$]	[$]

Break-even point: [number of sales or revenue per month]

Key assumptions: [list every assumption behind the numbers]

9. Compliance calendar

Every recurring state and federal filing, its due date and who handles it. Use the table below.

[Write here]

Filing	Authority	Due date	Who handles it
Annual report or franchise tax	[state]	[date]	[name or provider]
Registered agent renewal	[provider]	[date]	[name or provider]
Federal tax filing (for example Form 5472 + pro-forma 1120)	IRS	[date]	[name or provider]
Other	[agency]	[date]	[name]

One-page LLC business plan

For a small single-member LLC, one or two lines per heading is often enough to start.

Section	Your answer
Executive summary	[one or two lines]
Company description	[one or two lines]
Ownership and management	[one or two lines]
Products and services	[one or two lines]
Market and customers	[one or two lines]
Marketing and sales	[one or two lines]
Operations	[one or two lines]
Financial plan	[one or two lines]
Compliance calendar	[one or two lines]

Worked example: Example Design Co. LLC (fictional)

Example Design Co. LLC is a placeholder name for a fictional company. All figures are illustrative.

1. Executive summary

Example Design Co. LLC designs websites for independent hotels in Southern Europe. It aims to reach four new website clients a month by month 7 and more than $6,000 in monthly revenue within 12 months, funded by the owner without outside investment.

2. Company description

Example Design Co. LLC is a Wyoming LLC formed in March, with an EIN issued and a registered agent in place. The company designs and builds websites for independent hotels.

3. Ownership and management

One member, a web designer living in Portugal, owns 100%. The LLC is member-managed, and the owner signs all contracts and manages the bank account.

4. Products and services

Website package: $1,500 (design, build, booking-engine setup). Monthly care plan: $90 (hosting, updates, small edits). Most first-year revenue comes from packages; care plans build recurring income.

5. Market and customers

Independent hotels with 10 to 40 rooms in Portugal, Spain and Italy, plus US-based owners of European properties. Most competitors are local agencies charging more, or general freelancers with no hotel experience.

6. Marketing and sales

Referrals from past clients, a portfolio website with hotel case studies, and LinkedIn outreach to hotel owners. Clients pay by card through Stripe: 50% upfront, 50% at launch.

7. Operations

The owner works from Lisbon and hires a freelance developer for larger builds, paid about 20% of each package price. Tools: design software, a website builder and project-management software.

8. Financial plan

See the forecast below. Fixed costs are about $250 a month for software. The freelancer is a variable cost of $300 per package. The business breaks even in its first month with one package

sale.

Month	Revenue	Costs	Profit
Month 1	$1,500	$550	$950
Month 2	$1,590	$550	$1,040
Month 3	$3,090	$850	$2,240
Month 4	$3,180	$850	$2,330
Month 5	$4,770	$1,150	$3,620
Month 6	$4,950	$1,150	$3,800
Month 7	$6,540	$1,450	$5,090
Month 8	$6,720	$1,450	$5,270
Month 9	$6,900	$1,450	$5,450
Month 10	$7,080	$1,450	$5,630
Month 11	$7,260	$1,450	$5,810
Month 12	$7,440	$1,450	$5,990

Assumptions: package sales ramp from 1 to 4 a month; about half of new clients add a $90 care plan; one-off formation costs are paid separately before month 1.

9. Compliance calendar

Wyoming annual report each year; Form 5472 with a pro-forma 1120 by April 15; registered agent renewal each year with the formation provider.