



**ROLK INC**

# Startup Business Plan

Our way to success

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**MAY 2025**

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Presented To

**Theodore Lewitz**

Presented By

**Sharlene Rose**

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**Tip:** Use links to go to a different page inside your template.

**How:** Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

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# Executive Summary

Give a brief explanation for the page



**MISSION**

For every person to have a keyboard of their own design



**VISION**

To become the leading maker of personalized gadgets

## The Product

Rolk Inc. provides a service that lets customers design and create their own personalized keyboards.

## The Leadership

Sharlene Rose founded the company after seeing a gap in the tech industry. She serves as Rolk Inc.'s CEO.

## The Overall Industry

The PC accessories industry is thriving more than ever following the boom in online gaming. Users are also keen on personalizing their PC setup, and we plan to take advantage of that market.

## The Competitors

Our main competitor, Lamplight Mobile Systems, offers quality keyboards at affordable prices but has no options for customization.

## The Financial Status

Rolk Inc. needs \$2 million to begin operations. So far, we have raised 45% of this amount. Funds will be used in the production and distribution of products.

## Future Plans

The company expects to sell 1 million units within its first five years. It plans to expand operations globally in 2035.

# The Organization

Give a brief explanation for the page



**Sharlene Rose**  
Chief Executive Officer

**Job Description:** Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



**Douglas Galveston**  
Chief Operations Officer

**Job Description:** Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



**Lillian Pratt**  
Chief Financial Officer

**Job Description:** Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

**Tip:** Design with the /Magic shortcut - the quickest way to make your work stand out!

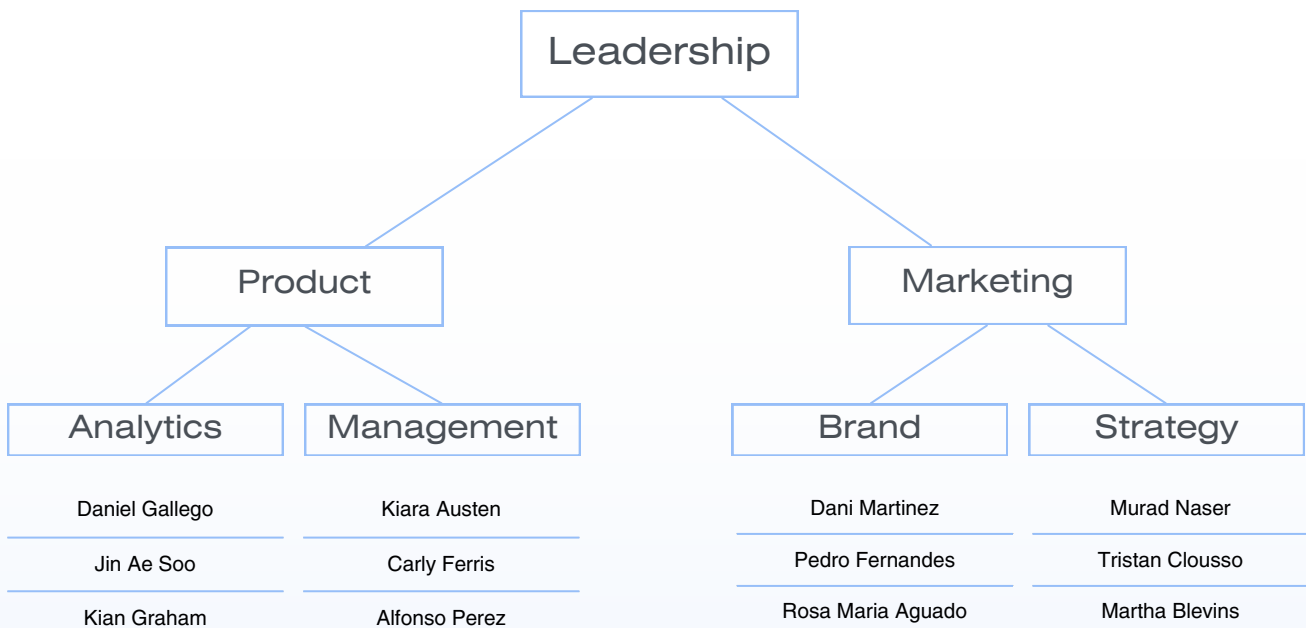
**How:** While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!

# The Organization

Give a brief explanation for the page



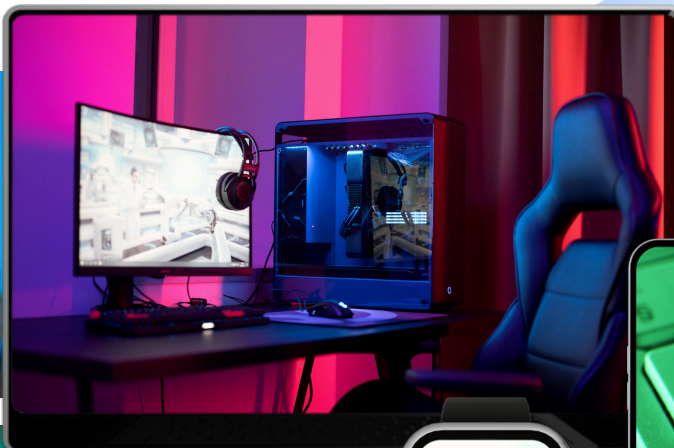
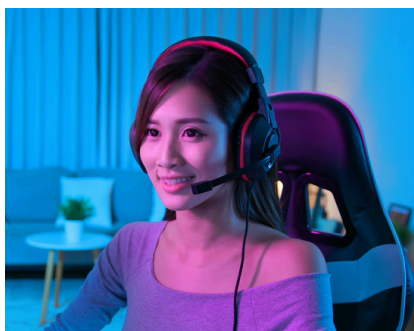
## MAP OF THE ORGANIZATION



# Business Description

Give a brief explanation for the page

## IMAGES AND MOCKUPS



## YOUR TYPE OF KEYBOARD

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

### Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our Smart Mockups and Frames available to you. You may also use our Background Remover to make photo cutouts of your products.

# Product List

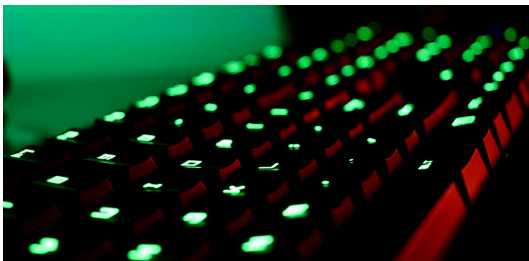
Give a brief explanation for the page



## The Klink Keyboard A

Ever wanted to change the keys on your keyboard? Now you can! Personalize a select few keys to your liking.

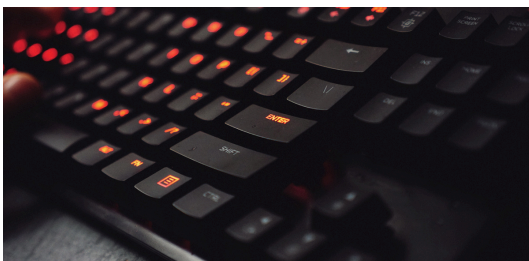
**\$ 15.00**



## The Klink Keyboard B

Time for a keyboard overhaul! Create a keyboard from scratch with a design that's all your own. Now that's clicking!

**\$ 30.00**



## Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

**\$ 00.00**



## Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

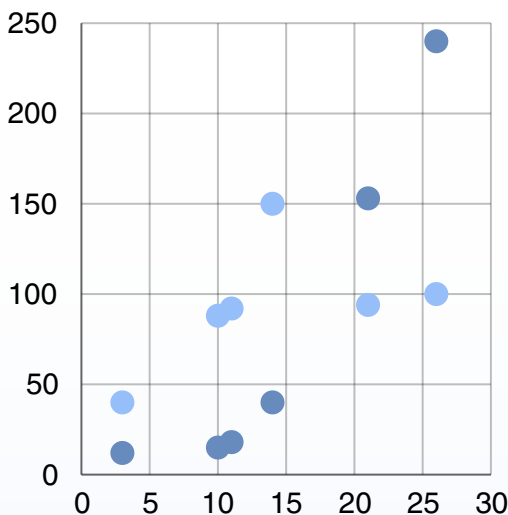
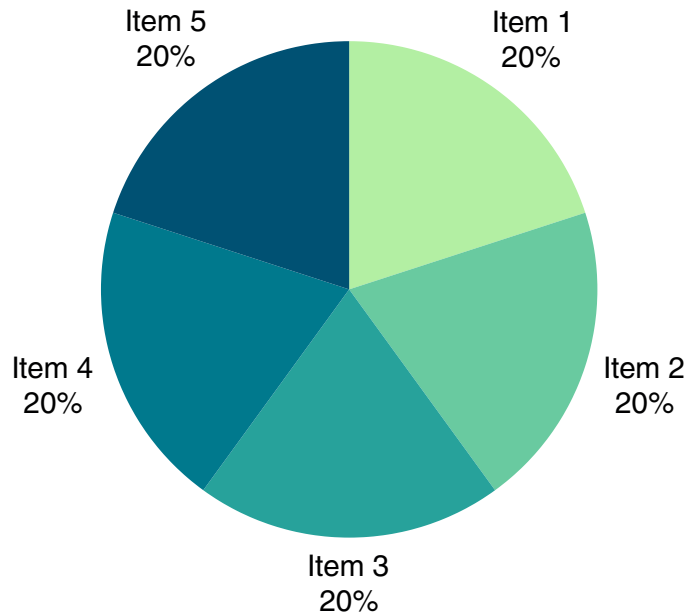
**\$ 00.00**

# Industry Background

Give a brief explanation for the page

## THE USUAL

The five players that dominate the industry offer standard keyboards with no room for customization.



## WHAT'S CLICKING IN THE INDUSTRY

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.



# Competitor Analysis

Give a brief explanation for the page

## LAMPLIGHT MOBILE SYSTEMS

Duplicate the SWOT table as you evaluate other competitors.

| Strengths   | Weaknesses  | Opportunities  | Threats  |
|---|---|--|--|
| <ul style="list-style-type: none"><li>• quality products</li><li>• affordable price points</li><li>• well-established brand</li></ul> | <ul style="list-style-type: none"><li>• no online presence</li><li>• no customization options</li><li>• poor customer service</li></ul> | <ul style="list-style-type: none"><li>• renewed interest in online gaming</li><li>• preference for PC accessories of good quality</li><li>• increase in gadget purchases</li></ul> | <ul style="list-style-type: none"><li>• new competitors</li><li>• growing personalization trend</li><li>• shift to online shopping</li></ul> |

## A Cut Above

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.



# Market Analysis

Give a brief explanation for the page

## KLINKY KEYBOARDERS

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

## User Persona

Duplicate the table as you analyze other personas



### Sacha Dubois

23 years old  
They/them  
Project Officer  
Bockford City

Sacha is responsible. They are focused on achieving their goals despite the challenges in their way.

|   |  |
|---|--|
| <b>Goals</b> <ul style="list-style-type: none"><li>• travel internationally</li><li>• buy their own apartment</li><li>• adopt a cat</li></ul> | <b>Challenges</b> <ul style="list-style-type: none"><li>• limited finances</li><li>• lives alone</li><li>• shy about expressing themselves</li></ul> |
| <b>Likes</b> <ul style="list-style-type: none"><li>• reading mystery books</li><li>• Italian food</li><li>• indie music</li></ul>             | <b>Dislikes</b> <ul style="list-style-type: none"><li>• bugs</li><li>• cold weather</li><li>• plain clothes</li></ul>                                |
| <b>Personality</b> <ul style="list-style-type: none"><li>• quirky</li><li>• homebody</li><li>• responsible</li></ul>                          | <b>Products They Enjoy</b> <ul style="list-style-type: none"><li>• Wygins app</li><li>• Hollis &amp; Reed sweaters</li><li>• Hodges videos</li></ul> |

# Marketing Plan

Give a brief explanation for the page

## SPREADING THE WORD

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

## The 4Ps of Marketing

Use this table to map out your marketing mix

|   |   |
|---|---|
| <b>PRODUCT</b><br>The brand, its features, its packaging  | <b>PRICE</b><br>Discounts, bundles, credit terms  |
| Common questions: <ul style="list-style-type: none"><li>• What needs does this product fulfill</li><li>• What frustrations does it address?</li><li>• What makes it compelling to customers that they will want to have it?</li></ul>                     | Common questions: <ul style="list-style-type: none"><li>• What is the value of the product or service to customers?</li><li>• Are there established price points for this product or service in the market?</li><li>• How will this price compare with competitors?</li></ul> |
| <b>PROMOTION</b><br>Print & broadcast ads, social media, email, search engine, video  | <b>PLACE</b><br>Physical stores, website, online marketplace  |
| Common questions: <ul style="list-style-type: none"><li>• How you will get the word out about your product or service?</li><li>• What promotional approaches are most familiar to your audience?</li><li>• What resources are available to you?</li></ul> | Common questions: <ul style="list-style-type: none"><li>• Will it be in a physical store or online?</li><li>• Where will the stores be?</li><li>• What will be the distribution channels?</li></ul>   |

# Financial Plan

Give a brief explanation for the page

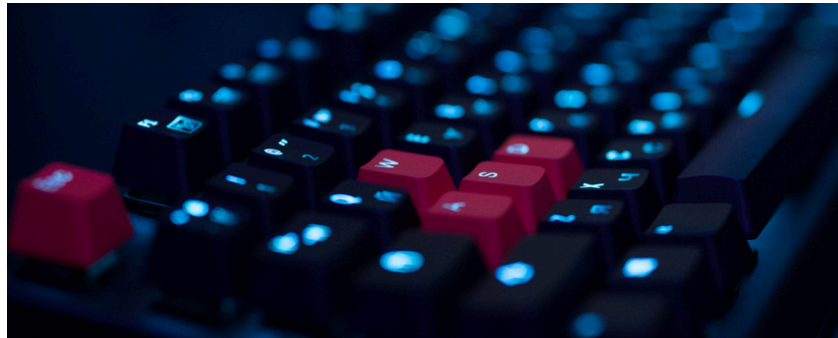
## CAPITAL REQUIREMENTS

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

|                           | Value       | Percentage |
|---------------------------|-------------|------------|
| Research and Development  | \$456,000   | 44%        |
| Marketing and Advertising | \$456,000   | 44%        |
| Daily Operations          | \$123,000   | 22%        |
| TOTAL                     | \$1,035,000 | 100%       |

## FINANCIAL OUTLOOK

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.



| US\$ B             | FY'26      | FY'25      | YOY change |
|--------------------|------------|------------|------------|
| Revenue            | 789.00     | 456.00     | 73%        |
| Expenses           | 246.00     | 300.00     | -18%       |
| Profit             | 543.00     | 156.00     | 248%       |
| Dividend per share | \$20/share | \$10/share | 100%       |

# Our Future Plans

Give a brief explanation for the page

**2030**

Sell one million personalized units

**2035**

Open new offices in Brooknew and Roseton

**2040**

Earn \$50 million in revenue

**2045**

Expand product offerings to five more items



## THE FUTURE OF KLINK KEYBOARDS

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.

Contact us for  
further  
inquiries



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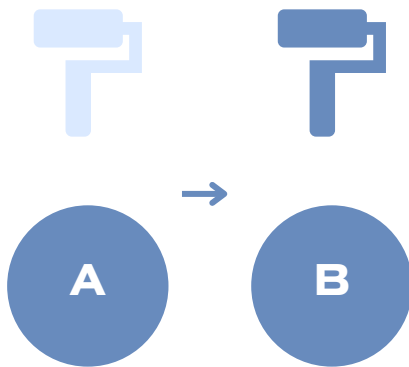
**Tip:** Download your document as a PDF.

**How:** On the top right corner of the screen, click 'Share'. Go to 'Download' and choose 'PDF' among the options.



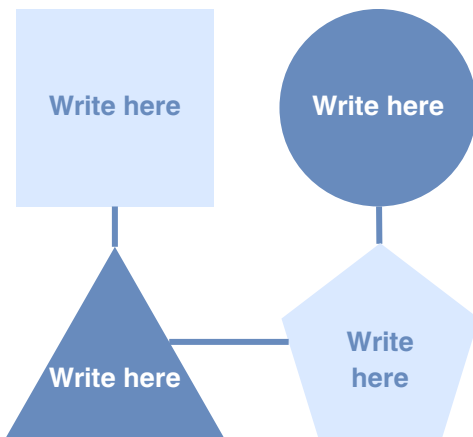
# Resource Page

Use these elements for  
your pages



## Standardize designs across different pages!

After choosing pages across multiple templates, click on the element whose style you prefer, click the 'copy style' icon on the top-right corner of your screen, and use the icon to click on the element you want to change! Ta-da! The elements now share the same style.



## Use smart shapes and connectors to build a map or flowchart.

In the elements tab, search for 'shapes'. You may also press C for a circle, R for a rectangle, and L for a line. Attach them all together and feel free to drag them along the page!

| Header  | Header  |
|---|---|
| <ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul> | <ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul> |
| <ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul> | <ul style="list-style-type: none"><li>• Add here</li><li>• Add here</li></ul> |

## Personalize and edit your tables.

Right-click on the table to browse through the options. You can add and delete rows, merge cells, move columns, and more!

# Resource Page

Use these charts and graphs to present data

