SEEDLING VENTURES

BUILD WHAT LASTS

Business Plan

A comprehensive business plan covering the company, market, offering, business model, go-to-market strategy, operations, risks, and financial outlook.

PREPARED FOR

Aperture Mobility

Northstar Systems · Mara Klein · 4 August 2026

Document contents

Executive summary

Present the venture, customer problem, differentiated solution, market, traction, economics, funding need, and next milestone.

Document control	Detail
Owner	Mara Klein
Reference	NS-016-2026
Effective date	4 August 2026
Status	Ready for review

Company and purpose

Describe mission, legal structure, ownership, history, capabilities, strategic objectives, and relevant constraints. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

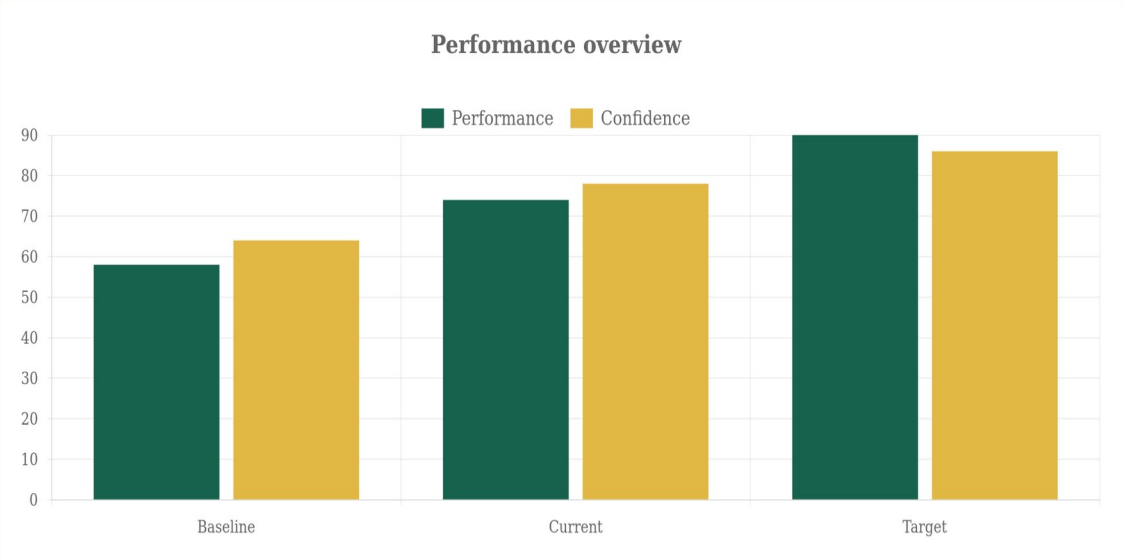


Figure 1: Illustrative performance profile

Market and customer

Define segments, jobs to be done, market size, trends, buying process, competition, and evidence of demand.

Measure	Baseline	Current	Target
Market and customer	58	74	90
Delivery confidence	64%	78%	86%

Offering and advantage

Explain products or services, value proposition, intellectual property, roadmap, proof, and defensibility. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

Business model

Set out revenue streams, pricing, unit economics, key resources, partners, costs, and scalability assumptions. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

Go-to-market plan

Describe positioning, channels, sales motion, marketing, partnerships, pipeline assumptions, and retention. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

Operations and team

Cover organization, hiring, delivery, suppliers, systems, facilities, controls, and operating milestones. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

Financial outlook

Present historical context, forecast assumptions, profit and loss, cash, balance sheet needs, scenarios, and funding use. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

Risks and milestones

Prioritize strategic, market, operational, financial, legal, and execution risks with mitigations and milestones. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.