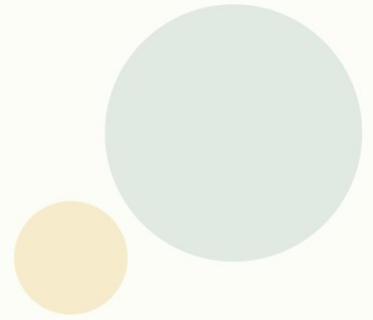




SEEDLING VENTURES

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



Contents

Document contents

Executive summary

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

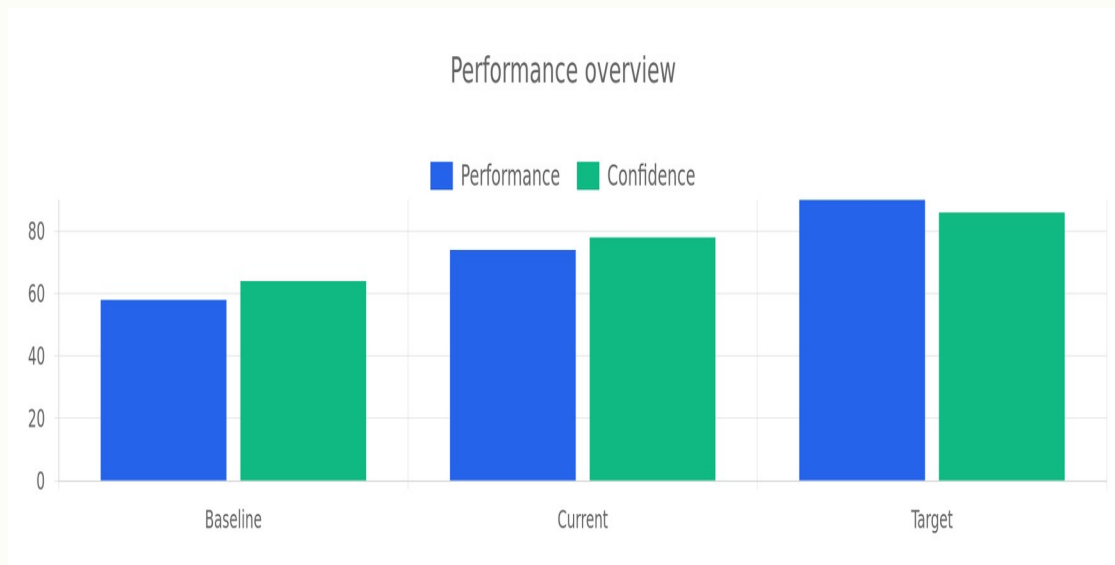
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Company and purpose

Describe mission, legal structure, ownership, history, capabilities, strategic objectives, and relevant constraints.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



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.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.

Business model

Set out revenue streams, pricing, unit economics, key resources, partners, costs, and scalability assumptions.

Measure	Baseline	Current	Target
Business model	58	74	90
Delivery confidence	64%	78%	86%

Go-to-market plan

Describe positioning, channels, sales motion, marketing, partnerships, pipeline assumptions, and retention.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



Operations and team

Cover organization, hiring, delivery, suppliers, systems, facilities, controls, and operating milestones.

Measure	Baseline	Current	Target
Operations and team	58	74	90
Delivery confidence	64%	78%	86%

Financial outlook

Present historical context, forecast assumptions, profit and loss, cash, balance sheet needs, scenarios, and funding use.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.

Risks and milestones

Prioritize strategic, market, operational, financial, legal, and execution risks with mitigations and milestones.

Measure	Baseline	Current	Target
Risks and milestones	58	74	90
Delivery confidence	64%	78%	86%