

Startup Planning, Forecasting & Growth Control Toolkit

Complete Tool & Template List

25 Modules | 300 Tools, Templates & Ebooks

A Glex Media Digital Product

Complete module-wise list of every tool, planner, tracker, dashboard and guide included in the toolkit — built for founders to plan the business, forecast the numbers, launch and track growth from one place.

MODULE 1: Startup Command Center Dashboard

12 Tools

- 1 Master KPI Cards
- 2 Startup Health Score
- 3 Funding vs Spend Meter
- 4 Launch Readiness %
- 5 Cash Runway Card
- 6 Revenue vs Target Chart
- 7 Top 5 Risks Panel
- 8 Milestone Tracker
- 9 Task Completion Summary
- 10 Monthly Burn Snapshot
- 11 Traction Summary
- 12 One-Click Founder Report

MODULE 2: Idea Validation Lab

12 Tools

- 13 Idea Scorecard
- 14 Problem-Solution Fit Canvas
- 15 Market Demand Checklist
- 16 Customer Interview Tracker
- 17 Survey Results Analyzer
- 18 MVP Feature Prioritizer
- 19 Go/No-Go Decision Matrix
- 20 Assumption Tracker
- 21 Validation Experiment Log

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|----|-----------------------|
| 22 | Early Adopter List |
| 23 | Idea Comparison Sheet |
| 24 | Validation Dashboard |

MODULE 3: Startup Business Plan Builder

12 Tools

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|----|----------------------------|
| 25 | Business Model Canvas |
| 26 | Lean Canvas |
| 27 | Vision-Mission Planner |
| 28 | Value Proposition Builder |
| 29 | Revenue Stream Map |
| 30 | Cost Structure Map |
| 31 | Key Partners & Resources |
| 32 | SWOT Analysis |
| 33 | Business Plan Summary Page |
| 34 | 1-Page Investor Snapshot |
| 35 | Goals & Strategy Planner |
| 36 | Plan Version Tracker |

MODULE 4: Market Research Planner

12 Tools

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|----|--------------------------------------|
| 37 | Market Size Calculator (TAM/SAM/SOM) |
| 38 | Target Segment Sheet |
| 39 | Research Question Planner |
| 40 | Primary Research Tracker |
| 41 | Secondary Source Log |
| 42 | Industry Trend Tracker |
| 43 | Customer Needs Matrix |
| 44 | Market Entry Planner |
| 45 | Geography Prioritizer |
| 46 | Research Findings Summary |
| 47 | Demand Forecast Sheet |
| 48 | Market Dashboard |

MODULE 5: Competitor Analysis Hub

12 Tools

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|----|------------------------|
| 49 | Competitor Master List |
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50	Feature Comparison Matrix
51	Pricing Comparison
52	Strengths & Weaknesses Grid
53	Positioning Map
54	Competitor Tracking Calendar
55	Market Share Estimator
56	Differentiation Planner
57	Threat Scoring
58	Competitor Ad & Content Log
59	Gap Opportunity Finder
60	Competitor Dashboard

MODULE 6: Customer Persona & Target Market

12 Tools

61	Persona Builder
62	Customer Journey Map
63	Pain-Point Ranking
64	Segment Profitability
65	Ideal Customer Profile (ICP)
66	Buying Trigger Tracker
67	Objection Handling Sheet
68	Customer Feedback Log
69	Segment Prioritization Matrix
70	Persona Comparison
71	Needs vs Offering Map
72	Customer Insight Dashboard

MODULE 7: Startup Cost Estimator

12 Tools

73	One-Time Cost Planner
74	Recurring Cost Planner
75	Equipment & Setup Budget
76	Office & Rent Estimator
77	Software & Tools Budget
78	Legal & Registration Costs
79	Marketing Launch Budget

80	Contingency Buffer Calculator
81	Cost Category Chart
82	Month-wise Cost Timeline
83	Cost Scenario Comparison
84	Total Startup Cost Dashboard

MODULE 8: Funding Requirement & Sources

12 Tools

85	Funding Need Calculator
86	Founder Investment Tracker
87	Funding Source Comparison
88	Loan Options (Mudra / CGTMSE / Bank)
89	Grant & Scheme Tracker
90	Angel & VC Planner
91	Use-of-Funds Planner
92	Funding Stage Roadmap
93	Dilution Simulator
94	Funding Timeline
95	Funding Gap Finder
96	Funding Dashboard

MODULE 9: Financial Projections (3-Year)

12 Tools

97	Revenue Projection
98	Cost Projection
99	Profit Projection
100	Headcount-Linked Cost Model
101	Growth Rate Assumptions
102	Best/Base/Worst Scenarios
103	Yearly Summary
104	Quarterly View
105	Projection Chart Pack
106	Assumption Control Panel
107	Projection vs Actual Tracker
108	Financial Summary Dashboard

MODULE 10: Cash Flow Forecast

12 Tools

- 109 12-Month Cash Forecast
- 110 Weekly Cash Planner
- 111 Opening/Closing Balance Tracker
- 112 Inflow Planner
- 113 Outflow Planner
- 114 Cash Alert System
- 115 Runway & Burn Calculator
- 116 Cash Gap Finder
- 117 Scenario Cash Simulator
- 118 Forecast vs Actual
- 119 Cash Trend Chart
- 120 Cash Dashboard

MODULE 11: Revenue Model & Pricing Strategy

12 Tools

- 121 Revenue Model Selector
- 122 Pricing Calculator
- 123 Price Tier Builder
- 124 Discount Impact Calculator
- 125 Subscription Revenue Planner
- 126 Competitor Price Benchmark
- 127 Willingness-to-Pay Tracker
- 128 Price Test Log
- 129 Revenue Mix Chart
- 130 Margin-Based Pricing
- 131 Bundle Pricing Planner
- 132 Pricing Dashboard

MODULE 12: Unit Economics (CAC, LTV)

12 Tools

- 133 CAC Calculator
- 134 LTV Calculator
- 135 LTV:CAC Ratio
- 136 Payback Period
- 137 Gross Margin per Unit

138	Contribution Margin
139	Churn & Retention Tracker
140	Cohort Analysis
141	Channel-wise CAC
142	Unit Economics Scenarios
143	Sensitivity Table
144	Unit Economics Dashboard

MODULE 13: Break-even Analysis

12 Tools

145	Break-Even Calculator
146	Fixed vs Variable Cost Split
147	Contribution Margin
148	Margin of Safety
149	Break-Even Chart
150	Sales Needed per Month
151	Break-Even Date Predictor
152	Product-wise Break-Even
153	Price Change Impact
154	Cost Reduction Simulator
155	Target Profit Planner
156	Break-Even Dashboard

MODULE 14: Budget & Expense Control

12 Tools

157	Annual Budget Builder
158	Department Budget
159	Expense Tracker
160	Category Limits
161	Overspend Alert
162	Budget vs Actual
163	Approval Tracker
164	Vendor Spend Log
165	Cost-Saving Tracker
166	Monthly Budget Summary
167	Burn Control Sheet

168	Budget Dashboard
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MODULE 15: Profit & Loss Dashboard

12 Tools

169	Monthly P&L;
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170	Gross Margin Tracker
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171	EBITDA Tracker
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172	Net Profit Tracker
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173	Revenue vs Cost Trend
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174	YTD Summary
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175	Month-on-Month Comparison
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176	Product-wise Profit
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177	Margin Leakage Finder
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178	P&L; Summary Page
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179	Variance vs Plan
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180	P&L; Dashboard
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MODULE 16: Launch Roadmap

12 Tools

181	90-Day Launch Plan
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182	Pre-Launch Checklist
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183	Milestone Planner
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184	Gantt Timeline
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185	Launch Readiness Score
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186	Launch Day Checklist
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187	Go-to-Market Planner
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188	Beta Tester Tracker
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189	Launch Budget Tracker
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190	Post-Launch Review
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191	Dependency Tracker
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192	Launch Dashboard
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MODULE 17: Project & Task Management

12 Tools

193	Task Tracker
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194	Owner Assignment
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195	Priority Matrix
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196	Weekly Sprint Planner
197	Deadline Calendar
198	Progress Tracker
199	Dependency Map
200	Meeting Action Log
201	Blocker Register
202	Workload View
203	Project Health Score
204	Project Dashboard

MODULE 18: Sales Pipeline & Customer Acquisition

12 Tools

205	Lead Tracker
206	Pipeline Stages
207	Conversion Funnel
208	Follow-up Scheduler
209	Deal Value Forecaster
210	Sales Target Tracker
211	Lost-Deal Reason Log
212	Lead Source Analysis
213	Proposal Tracker
214	Customer Onboarding Checklist
215	Sales Team Scorecard
216	Sales Dashboard

MODULE 19: Marketing Plan & Budget

12 Tools

217	Marketing Calendar
218	Channel Mix Planner
219	Ad Budget Tracker
220	Campaign ROI Calculator
221	Content Planner
222	Social Media Tracker
223	Lead Magnet Tracker
224	Email Campaign Log
225	Brand Launch Checklist

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|-----|---------------------|
| 226 | CAC by Channel |
| 227 | Influencer Tracker |
| 228 | Marketing Dashboard |

MODULE 20: Team, Hiring & Payroll Planning

12 Tools

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|-----|------------------------------------|
| 229 | Org Chart Planner |
| 230 | Hiring Plan |
| 231 | Role & Salary Planner |
| 232 | Recruitment Tracker |
| 233 | Payroll Cost Calculator |
| 234 | Freelancer vs Full-Time Comparison |
| 235 | Onboarding Checklist |
| 236 | Skills Gap Tracker |
| 237 | Team Capacity Planner |
| 238 | Performance Goals Tracker |
| 239 | Equity-for-Talent Planner |
| 240 | Team Dashboard |

MODULE 21: Cap Table & Equity Planning

12 Tools

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|-----|-------------------------------|
| 241 | Founder Equity Split |
| 242 | Cap Table Builder |
| 243 | Dilution Calculator |
| 244 | ESOP Pool Planner |
| 245 | Vesting Schedule |
| 246 | Round-wise Ownership |
| 247 | Valuation Estimator |
| 248 | Investor Shareholding Tracker |
| 249 | Pre/Post-Money Calculator |
| 250 | Exit Scenario Simulator |
| 251 | Convertible Note Tracker |
| 252 | Cap Table Dashboard |

MODULE 22: Investor Pitch & Fundraising Tracker

12 Tools

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|-----|--------------------|
| 253 | Pitch Deck Outline |
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254	Investor List Tracker
255	Outreach Log
256	Meeting Notes Tracker
257	Due Diligence Checklist
258	Data Room Checklist
259	Investor Q&A; Bank
260	Term Sheet Comparison
261	Fundraising Pipeline
262	Follow-up Scheduler
263	Investor Update Template
264	Fundraising Dashboard

MODULE 23: KPI & Growth Tracker (OKRs)

12 Tools

265	OKR Planner
266	KPI Scorecard
267	Growth Rate Tracker
268	User & Customer Growth
269	MRR/ARR Tracker
270	Churn Tracker
271	Weekly Metrics Report
272	Target vs Actual
273	Red/Amber/Green Scoring
274	Growth Experiment Log
275	Monthly Review Pack
276	Growth Dashboard

MODULE 24: Risk Register & Startup Setup Checklists

12 Tools

277	Risk Register
278	Risk Scoring Matrix
279	Mitigation Planner
280	Contingency Plan
281	Business Registration Checklist
282	Startup India / DPIIT Checklist
283	Udyam / MSME Checklist

284	Bank & Accounting Setup
285	Trademark & IP Checklist
286	Contract & Agreement Tracker
287	Insurance Planner
288	Compliance Calendar

MODULE 25: Setup, Guides & Bonus Library

12 Tools

289	Master Workbook Table of Contents
290	Quick Start Guide (3 Steps)
291	Business Setup Sheet
292	Dropdown Lists Master
293	Sample Data for 20 Startup Types
294	Founder's Finance Ebook
295	Fundraising Ebook
296	90-Day Startup Action Plan
297	Monthly Founder Checklist
298	Hinglish Walkthrough Guide
299	FAQ & Troubleshooting
300	Bonus Template Pack

Total: 25 Modules | 300 Tools, Templates & Ebooks | Delivered as ready-to-use Excel, Word & PDF files with a full usage guide.