

Business Model Canvas

1. Determining Company Overview

A. Value Proposition A -- Self - CEO

Personal U.S.P - Why _____

Innate Gifts & Talents: _____

Learned Skills: _____

Experiences: _____

Passions: _____

Purpose – Your Why: _____

B. Customer Segments

Demographics: _____

Psycho-graphics: _____

Characteristics: _____

C. Products & Services

1. Value Proposition B -- Business -- Products and Services

Your business uniqueness in the marketplace: _____

How do you stand out? _____

What's your expertise? _____

2. Area of Expertise - How

Problem you solve for your Customer Segments _____

D. Competitive Advantage _____

Company Overview + Customer Segmentation + Products & Services = Competitive Advantage

2. Marketing Strategy

A. Marketing Message

1. Tactics & Strategy

Disruptive Marketing: _____

Search Marketing: _____

Switch Cost: _____

2. Marketing Message: _____

Marketing Message = Who + What + How

Marketing Message = Customer Segments + Problem you Solve + How you solve via your expertise

B. Sales Strategy

1. Sales Funnel

a. Lead Generation: Where are you finding your customers? _____

Channels: _____

Partners: _____

b. Lead Qualification: How will you know if they are your customers?

80/20: (60-20/17-3): _____

Process: _____

c. Lead Conversion: How will you close the sell?

Offers: _____

Packaging/Bundling: _____

d. Lead Nurturing: How will you stay top of mind?

CRM's: _____

Expert – Authority in field: _____

3. Business management Plan - What is your approach to managing this business

A. Key Players

Customer Relationships: _____

Staff - jobs are needed to manage your company: _____

Job Duties: _____

B. Key Resources: Things you need to be able to run your company: _____

C. Key Activities: Things that have to be done to run your company: _____

D. Key Partnerships:

1. Who can do the things you aren't good at to run your company most effectively (ie. bookkeeping, social media, marketing): _____

2. Who else shares your target market that you can create an alliance or relationship with for leveraging:

4: Financing

A. Start-up Capital

Startup - What are your start up sources and uses of capital: _____

Expansion - what are your expansionary sources and uses of capital: _____

B. Revenue Streams

Revenue Generating Units (Monthly) - How many product and services units do you expect to sell each month: _____

Direct unit Costs (monthly) - How much does it cost you to produce each revenue generating unit: _____

C. Cost Structure

Operating Expenses (monthly) - what monthly reoccurring expenses do you incur each month (lease payroll, marketing): _____

D. Gross Profit

Gross Profit (monthly) - how much monthly profit do you expect this venture to yield: _____

Profits - (Expenses + Debts) = Cash Flow