

Business Model Planning

Company Vision - Mission:

1. COMPANY OVERVIEW

A. Value Proposition

Skills, expertise, purpose, why are you starting a business?

B. Customer Segments

- *Demographics (quantifiable)*
- *Psychographic (need, missing, lack, problem)*
- *Characteristics (what matters to them, how do they think)*

C. Products & Services

- *How are you different?*
- *What's your business expertise?*
- *What problem are you solving for your customers with your product or service?*

D. Competitive Advantage:

A + B + C = Competitive Advantage

2. MARKETING & SALES PLAN

A. Marketing Message

Marketing Message?

Who + What + How? = Message

B. Sales Plan

- *Tactics & Strategy*
- *Sales Funnel:*
 - ~ *Lead Generation : Channels & Partners*
 - ~ *Lead Qualification: Process*
 - ~ *Lead Conversion: Pricing & packaging*
 - ~ *Lead Nurturing: CRM*

3. MANAGEMENT PLAN

A. Key Players *(duties, H.R., Contracts)*

*Customer Relationships, Experience
Staff, HR, Employee Duties, operations & fulfillment.*

B. Key Resources

*Things you need to **have** be able to run your company*

C. Key Activities

*Things you need to **do** to be able to run your company*

D. Key Partners

People you can partner with to run company most effectively.

Who else shares your target market, create alliance

4. FINANCING

A. Startup Capital

- *What are your startup sources of capital.*
- *Capital needed to start company? Expenses?*

B. Revenue Streams (Income)

- *Potential avenues of revenue*
- *P&S units you expect to sell each month*

C. Cost Structure (Expenses)

- *Direct unit costs: Costs to produce revenue unit*
- *Operating Expenses*

D. Gross Profits :

Revenue - (Expenses + Debts) = Profits

