

Company Description

Business Model Canvas Sections

- One Sentence Concept
- Unique Value Proposition

Business Plan Draft - Section 1

work time: 30 - 45 min

Business Name: _____

Date Drafted: _____

Company Description

The company description section is an overview of your business its' current state.

Copy your One Sentence Concept here:

Share details on the products and services that you offer:

Dig into your traction, or progress you've made in your business. If you are a new business, use "softer" numbers like social media following, subscriptions, or overall growth month-to-month.

Traction

Sales (in dollars) to-date: _____

Unit Sales to-date: _____

Current Partnerships or Accounts: _____

Social Media Engagement: _____

Other Growth: _____

What is your mission? What will your business look like at its' peak?

Does your business have a higher mission or purpose? Share here:

Problem & Solution

Business Plan Draft - Section 2

work time: 20 - 30 min

Business Model Canvas Sections

- Problem
- Current Solutions
- Solution
- Unique Value Proposition

Business Name: _____

Date Drafted: _____

Problem & Solution

This section adds additional credibility to your business concept. It is important to clearly articulate how you are solving a problem with your products and services.

Expand on your problem from your Business Model Canvases.

Expand on the current solutions that exist today to solve this problem. These solutions should be generalized, not focused on a specific competitor.

Expand on your solution and unique value proposition. Why is your business concept the answer to the problems your customer is facing?

Market & Industry Analysis

Business Plan Draft - Section 5

work time: 45 min - 1 hour

Business Model Canvas Sections

- Customers
- Your Perfect Customer
- Channels
- Existing Solutions

Business Name: _____

Date Drafted: _____

Industry Overview

This subsection highlights your businesses industry from a historical, current and future perspective. You should be able to convey your business viability through the historical trends and growth of your industry.

Industry: _____

Currently, my industry is a \$ _____ million/billion industry.

What are the historical trends of your industry:

My industry is growing _____% every _____ (year, 10 years, etc.).

Is your industry changing? What are the future trends of your industry and how does that help your business?

Although your business is in a specific industry, all businesses focus on a sub-group of that industry when they are selling goods and services. This could be a specific region, a sales channel or a niche group.

What is your industry sub-group? Why is this the best sub-group for your business?

Our Customer

This subsection digs deep into your target market.

What are the general characteristics of your target audience:

List out your different customer groups using Marketing Segmentation:

link: <https://www.investopedia.com/terms/m/marketsegmentation.asp>

Competitors

This subsection outlines your existing competitors and why your brand is better.

What are your current competitors and what do they do well?

Why is your business a better solution than your competitors?

Revenue/Business Model

Business Model Canvas Sections

- Solution
- Cost Structure
- Revenue Streams

Business Plan Draft - Section 6

work time: 45 min - 1 hour

Business Name: _____

Date Drafted: _____

Business Model Overview

This subsection digs into how your business makes money. Take your 1-3 general business models from our first discussion assignment and expand on it.

	Revenue Model	% of Business	Details
Model #1			
Model #2			
Model #3			

Pricing Structure

Outlining your pricing structure gives your reader a general understanding of your finances. In this section, you'll be outlining your price range per unit, your cost of goods sold and your profit margin per business model.

Model	Revenue/Unit (range)	Cost/Unit (range)	Profit Margin

Add more explanation on your pricing structure:

What are the general costs unique to your business model?

Sales Methods

This subsection shares how and where you plan to sell your products and/or services.

What are your sales methods (use bullet points):

Product Diversification

Eventually you may expand to different revenue streams. Share your expansion opportunities here.

What are some future ways your business can make money?

Operational Analysis

Business Plan Draft - Section 7

work time: 30 min - 45 min

Business Model Canvas Sections

- Key Resources
- Key Partners
- Key Metrics
- Brand Identity
- The First Step

Business Name: _____

Date Drafted: _____

Go To Market Strategy

This subsection outlines how you plan to grow your business short term (6 months - 1 year) and semi-long term (1-3 years).

Expand on your first step from your business model canvas. How will you start and/or grow your business over the next 6 months - 1 year? Include metrics.

How will you grow your business from year 1 - year 3? Include metrics.

Marketing Plan

This subsection digs deep into your brand identity and plans to market your business.

Expand more on your brand identity here:

What is your marketing strategy?

Expand on your social media strategy. How do you plan to use social for your brand?

Resources

In the earlier subsection, you talked about your plans to execute your business and how you plan to market it. What resources do you need to help you execute?

Expand on your key resources here:

Expand on your key partners here:

Financials

Business Plan Draft - Section 8

work time: 30 min - 45 min

Business Name: _____

Date Drafted: _____

Past Sales

If you are an existing business, put your prior sales here. If you are a new business, disregard.

Explain your prior year sales here.

Start-up Costs

If you are a new business, explain your start-up costs here. Existing businesses, disregard.

After copying your start-up costs in your business plan, explain them here. What is unique about your start-up costs? Any industry-specific costs to explain? Why are they so high or so low?

3-5 Year Projections

After explaining your historic sales or start-up costs, you will explain your 3-5 year projections.

Explain your projections here.

Funding

As a business owner, you may pursue outside funding. Share your current and future funding here.

Have you received any funding already? How much has been invested into your business, both from yourself/team and outside sources.

How much funding do you need? What sources of funding are you pursuing?