

Business Model Canvas

Business name: _____ Date: _____

Key Partners <i>Who helps you deliver?</i>	Key Activities <i>What must you do daily?</i>	Value Proposition <i>Why do customers choose you?</i>	Customer Relationships <i>How do you keep them?</i>	Customer Segments <i>Who exactly is your customer?</i>
	Key Resources <i>What do you need?</i>		Channels <i>How do you reach them?</i>	
Cost Structure <i>Biggest costs, fixed and variable</i>			Revenue Streams <i>How and how much do they pay?</i>	

One-Page Business Plan

1. The idea

What are you selling, in one sentence?

2. The problem

What pain does it solve, for whom?

3. Target customer

Age, location, situation, budget

4. Competitors & your edge

Who else solves this? Why are you better?

5. Pricing & revenue

Price per unit, expected monthly sales

6. Startup costs

What do you need to spend before day one?

7. Marketing

First 3 ways you will get customers

8. Next 14 days

Three concrete actions with dates