My Business Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Value Proposition:**Define your customer’s problem.Define your solution to that problem. | **What + How + Who:**What do you do? How do you do it? Who do you serve? |
| **Revenue:**How much will you charge?How will you accept payment?How will you track your revenue? | **Costs:**Where will you get supplies? How much does it cost? Which costs are fixed, and which aren’t? How will you track costs? |
| **Customers:**Who is your customer? How will you contact them? How will you ensure that they buy from you again? | **Competition:**Who is your competition?How are you different? |
| **Activities:**What will you do each day?What will you do on a monthly basis?Why will you do on an annual basis? | **Resources:**What professionals will you need to help you run your business?What technology will you need? |
| **Key Performance Indicators:**How will you know if you’re having success?How will you know if you need to make changes to your business plan? |