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? | | | |