

<p>KEY PARTNERS <i>Who do you need help from?</i></p> <p>Who will you work with? What do we want from them and when? e.g. suppliers, buyers, JVs, alliances, financiers, developer etc</p>	<p>KEY ACTIVITIES <i>What do you need to do really well?</i></p> <p>What are the key things you need to do to operate the business? e.g. <i>Production, problem solving.</i> What do you need to be an expert in?</p> <ul style="list-style-type: none"> • Distribution, relationships, innovation, value, marketing 	<p>BUSINESS IDEA (Value Propositions) <i>What do you do / make?</i></p> <p>What problem are you solving? What is unique or special about your business?</p>	<p>CUSTOMER RELATIONS <i>How will you FIND, ENGAGE, GROW your customers?</i></p> <p>e.g. <i>rating systems, emails, particular 'voice' etc</i> How practical in terms of resources is this? How costly are they?</p>	<p>CUSTOMERS (Customer Segments) <i>Who are your customers?</i></p> <p>Who are you helping?</p> <ul style="list-style-type: none"> • <i>Mass Market</i> • <i>Niche Market</i> • <i>Multi-sided Market</i> <p>Who are our most important customers?</p>
	<p>KEY RESOURCES <i>What does the business need to operate?</i></p> <p>Stock, finance, equipment, mentoring, materials, staff, property, machinery, IP, technology, vehicles.</p>		<p>SALES (Channels) <i>How will customers purchase your product or service?</i></p> <p>How will you reach your customers? Physical/Virtual? e.g. App, shop, website, 3rd party vendors etc Which Channels are best at reaching your customers? Which channels are most cost effective?</p>	
<p>COSTS (Core Structure) <i>What will it cost to launch your business?</i> <i>What will your ongoing operating costs be?</i></p> <p>Consider each stage of your business from creating a website, acquiring customers, hiring staff, producing goods, marketing and distribution What are the most important costs? What are the fixed costs? What are the variable costs?</p>			<p>REVENUE & SALES INCOME (Revenue Streams) <i>How much will the business make?</i></p> <p>How will you generate income? What are the main revenue streams What is the Pricing Strategy & Revenue Model? e.g. straight transaction, freemium model, license or subscription.</p>	

Document B

BUILD YOUR BUSINESS

Action Plan

[#expertiseshared](#)

Are you ready to
start your own
business?

Name: _____

Customer segments

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Understanding your customer (jobs, pains & gains):

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Understanding your customer (pain reliever & gain creators):

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Value proposition (Business Idea/Offer):

- 1. _____ Date: __/__/__ P: __/__
- 2. _____ Date: __/__/__ P: __/__
- 3. _____ Date: __/__/__ P: __/__

notes:

Customer Relations:

- 1. _____ Date: __/__/__ P: __/__
- 2. _____ Date: __/__/__ P: __/__
- 3. _____ Date: __/__/__ P: __/__

notes:

Sales Channels:

- 1. _____ Date: __/__/__ P: __/__
- 2. _____ Date: __/__/__ P: __/__
- 3. _____ Date: __/__/__ P: __/__

notes:

Key Partners:

- 1. _____ Date: __/__/__ P: __/__
- 2. _____ Date: __/__/__ P: __/__
- 3. _____ Date: __/__/__ P: __/__

notes:

Key Activities:

- 1. _____ Date: __/__/__ P: __/__
- 2. _____ Date: __/__/__ P: __/__
- 3. _____ Date: __/__/__ P: __/__

notes:

Key Resources:

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Start up Cost:

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Operating Costs:

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Revenue and Sales Income

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Personal Survival Budget

Very few businesses make much money in the first year. The form below will help you work out how much you and your family need to survive over the first 12 months.

ESTIMATED EXPENDITURE PER MONTH		£
Mortgage/rent		
Parish rates, water rates		
Gas, electricity, oil		
All personal and property insurance		
Food, general housekeeping expenses		
Clothing		
Phone, mobile, broadband services		
Entertainment (meals, drinks etc.)		
Holidays		
Subscriptions to associations, journals etc		
Car Tax and insurance		
Car running expenses (incl. fuel and parking)		
Car service and maintenance		
Children's expenditure and presents		
Savings plans, pension etc.		
Loan repayments		
Other (please state)		
EXPENDITURE PCM	Sub total (a)	
ESTIMATED NON BUSINESS INCOME PCM		
Income earned by spouse or partner		
Other income (please state) e.g. job, investments etc		
TOTAL NON BUSINESS INCOME PCM	Sub total (b)	
TOTAL SURVIVAL INCOME REQUIRED PCM from your business i.e. sub total (b) less sub total (c) = (d)		
TOTAL SURVIVAL INCOME REQUIRED PA (d) x 12		

Note: If your estimated income for the year (from sources other than your new business) exceeds your estimated expenditure for the year, you should decide how much you can invest in the new business.

Personal Survival Budget:

- 1. _____ Date: __/__/__ P: __/__
- 2. _____ Date: __/__/__ P: __/__
- 3. _____ Date: __/__/__ P: __/__

notes:

Describe your business:

Our

(Products and Services)

help(s)

(Customer Segment)

who want to

(jobs to be done)

by

(verb e.g. reducing, avoiding)

(customer pain)

and

(verb e.g. increasing, enabling)

(customer gain)

unlike

(competitor - optional)

1. _____ Date: __/__/__ P: __/__
2. _____ Date: __/__/__ P: __/__
3. _____ Date: __/__/__ P: __/__

notes:

Document C

Developing your business offering (Understanding your customer)

<p>Customer jobs: Considering your product area, sector, customer segments etc. ask yourself 'What kind of jobs do my customers want to get done?'</p>	
<p>Customer Pains: What kind of things that annoy customers while trying to get a job done?</p>	<p>Customer Gains: How they measure the success of a job well done?</p>
<p>Pain Relievers: What are the things that minimise the 'pains' customers think about?</p>	<p>Gain creators: How they produce, increase or maximize outcomes and benefits your customers, expect, desire or would be surprised by?</p>
<p>Value Proposition: What might be some new, adapted or different value propositions be that could a create 'fit' in the sections above?</p> <ul style="list-style-type: none">○ Focus on a few pain relievers and gain creators but do those extremely well○ Focus on jobs, pains, or gains that many customers have or for which a small number is willing to pay a lot of money○ Align with how customers measure success○ Focus on the most significant jobs, most severe pains, and most relevant gains○ Differentiate from competition in a meaningful way. Address functional, emotional, and social jobs all together○ Outperform competition substantially on at least one dimension○ Create solutions that are difficult to copy○ Focus on unsatisfied jobs, pains, and gains	

Document D

Basic Financial Modelling

Revenue:

	Revenue Stream	Volume pcm	Price per unit/job	Subtotal
1				
2				
3				
4				
5				
			Total Revenue:	
			(A) Pessimistic	-20%

Cost of Goods (COGs):

	Product/Service	Volume pcm	Cost per unit/job	Subtotal
1				
2				
3				
4				
5				
			Total COGs:	
			(B) Pessimistic:	+20%

Gross Profit pcm:

	(A) Total Revenue:	
	- (B) Total COGs:	
	= (C) Gross Profit pcm:	

Fixed Costs:

1	Cost	Per annum (pa)	pcm
2			
3			
4			
5			
		Total Fixed Costs pcm:	
		(D) Pessimistic:	+20%

Net Profit pcm:

	(C) Gross Profit pcm:	
	- (D) Total Fixed Costs:	
	= (E) Net Profit pcm:	