BUSINESS PLANNING CANVAS





Social media, etc (S) Cash sales or A/R PRODUCT 2 S/ cash sales or A/R PRODUCT 3 S/ cash sales or A/R (W) PRODUCT 3 S/ cash sales or A/R PRODUCT 3 S/ cash sales or A/R PRODUCT 3 S/ cash sales or A/R PRODUCT 4 S/ cash sales or A/R PRODUCT 3 FINANCIAL EXPENSES /month advertising automotive bank charges employee benefits insurance (and payment legal/accounting office supplies or property tax rent repair & maintain equipment digital tools tools & equipment telephone utilities employee wages owners salary other of CST out CSHEDOW/month PRODUCT 3 S/ CAPITAL ITEMS OPERATING CAPITAL ADMINISTRATION CASHFLOW/month	VALUE PROPOSITION (14) Why will customers buy your products or service?	CUSTOMER DEMOGRAPHICS (8-9) Age, gender, culture, income, location, preferred media, social media, etc	SWOT-AV ANALYSIS (11) Strengths, weaknesses, opportunities, threats, aspirations, values	REVENUE SOURCES (7) Income PRODUCT 1 \$ /	KEY RESOURCES (18) What do you need to operate this business? PHYSICAL	COSTS & FINANCING (36) Estimate costs and identify sources of financing REVENUES / month	TO-DO LIST & TIMELINES
COMPETITORS (10-11) Names, locations, key points (physical or online) CUSTOMER RELATIONS (12) How will you communicate with outsomers? ADVERTISING (T) CAPITAL ITEMS DIRECT RESPONSE INTELLECTUAL Inventory purchases on the EXPENSES / month advertising automotive bank charges employee bank charges Insurance Intelleds start-up and operating costs Insurance Intelleds start-up and operating costs INTELLECTUAL Inventory Intelleds start-up and operating costs Insurance Intelleds start-up and operating office supplies property tax rent Intelleds start-up and operating office supplies property tax rent Intelleds start-up and operating office supplies property tax rent Intelleds start-up and operating office supplies property tax rent Intelleds start-up and operating office supplies property tax rent Intelleds start-up and operating overs with or hire to operate this bausiness? Intelleds start-up and operating overs with or hire to operate this bausiness? Intelleds start-up and operating overs with or hire to operate this bausiness? Intelleds start-up and operating overs with or hire to operate this bausiness? Intelleds start-up and operating overs with or hire to operate this bausiness? Intelleds start-up and oper		Social media, etc	(5)	PRODUCT 2 \$ /	HUMAN	accounts receivable loan proceeds	
PRODUCT 4 \$ / Cash sales or A/R COMPETITORS (10-11) Names, locations, key points (physical or online) COMPETITORS (10-11) Names, locations, key points (physical or online) COMPETITORS (10-11) Names, locations, key points (physical or online) COMPETITORS (10-11) Names, locations, key points (physical or online) COMPETITORS (10-11) Names, locations, key points (physical or online) CAPITAL ITEMS CAPITAL COMPANIESTRATION COMPANIESTR			(W)	PRODUCT 3 \$/	INTELLECTUAL	inventory purchases other	
COMPETITORS (10-11) Names, locations, key points (physical or online) CUSTOMER RELATIONS (12) How will you communicate with customers? ADVERTISING (T) EXPENSES (23) Include start-up and operating costs CAPITAL ITEMS Who do you need to work with or hire to operate this business? TECHNICAL INVENTORY SALES PROMOTION INTERACTIVE COMMUNICATIONS PERSONAL SELLING EXPENSES (23) Include start-up and operating with or hire to operate this business? TECHNICAL INVENTORY SALES FROMOTION PROMOTION RENOVATIONS ORGANIZATION OPERATING CAPITAL ADMINISTRATION			(O)	\$ /	FINANCIAL	advertising automotive bank charges	
PUBLIC RELATIONS DIRECT RESPONSE OTHER COSTS PROMOTION INTERACTIVE COMMUNICATIONS PERSONAL SELLING PERSONAL SELLING INTERACTIVE CAPITAL OPERATING CAPITAL PUBLIC RELATIONS INVENTORY SALES rent repair & maintain building repair & maintain equipment digital tools tools & equipment telephone utilities employee wages owners salary other GST out	Names, locations, key points	How will you communicate with customers?	(T)	Include start-up and operating costs	Who do you need to work with or hire to operate this	insurance loan payment legal/accounting	
OTHER COSTS PROMOTION PROMOTION RENOVATIONS ORGANIZATION OPERATING CAPITAL ADMINISTRATION Tools & equipment telephone utilities employee wages owners salary other GST out				INVENTORY		rent repair & maintain building repair & maintain equipment	
PERSONAL SELLING OPERATING CAPITAL ORGANIZATION owners salary other GST out					PROMOTION	tools & equipment telephone utilities	
EVENT MARKETING		PERSONAL SELLING				owners salary other	
EVENT SPONSORSHIP SUPPLIERS						CASHFLOW /month	