



# Business Planning Canvas

## *Worksheet*

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# Business Name:

**1. Idea** – *What is your basic business idea? What is your mission statement or purpose? What is your vision of success?*

<p><b>2a. Value Proposition</b> <i>Why will customers buy your product or service?</i></p>	<p><b>3a. Customer Demographics</b> <i>Age, gender, culture, income, location, preferred media, social media, etc.</i></p>	<p><b>4. SWOT-AV Analysis</b> <i>Strengths, weaknesses, opportunities, threats, aspirations, values</i></p>	<p><b>5a. Revenue Sources</b> <i>Income</i></p>	<p><b>6a. Key Resources</b> <i>What do you need to operate this business?</i></p>	<p><b>7. Costs and Financing</b> <i>Estimate costs and identify sources of financing</i></p>	<p><b>8. To do list and timelines</b></p>
<p><b>2b. Competitors</b> <i>Names, locations, key points (Include regional and online)</i></p>	<p><b>3b. Customer Relationships</b> <i>How will you communicate with customers?</i></p>	<p><b>4b. Business Activities</b> <i>Production, customer service, delivery, etc.</i></p>	<p><b>5b. Expenses</b> <i>Include start up and operating costs</i></p>	<p><b>6b. Key Partners</b> <i>Who do you need to work with or hire to operate this business?</i></p>		