

BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS

HOW TO USE THIS RESOURCE



2 Sentence Business Plan

Print, trace or draw the boxes on **page 2 or 3**
or use the list on **page 4**

- **Complete** the 11 boxes or the 11 listed questions/actions
- Use the **pointers/info** after the questions to guide you
- Try to **be brief** – this will help you to stay focused

2 Sentence Business Plan

Two Sentence Business Plan

What is the problem?

Top 3 Problems/Pain Point



1

Who has this problem?

Target Market



2

How are you going to solve the problem?

Your Product/Service



3

Why should the person, who has this problem, buy from you?

Your USP and competitive advantage



4

What key resources do you need or have access to?

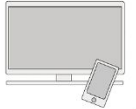
Money, skills, talent, IP



5

How will you reach the customer?

Marketing, Sales, Advertising & Distribution



6

How much will this cost?

Capital, operations, distribution etc.



7

What is the problem?

Revenue streams, margins, value of customer



8

When should this be done?

Timeline



9

What are the measures of success ?

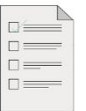
SMART Goals, Success Metrics



10

Action Steps:

Marriage of the Business Plan & To-do List



11

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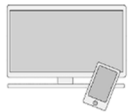
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2 Sentence Business Plan

1. **What is the problem?** Top 3 Problems/Pain Points
2. **Who has this problem?** Target Market
3. **How are you going to solve the problem?** Your Product/Service
4. **Why should the person, who has this problem, buy from you?** Your USP & competitive advantage
5. **What key resources do you need or have access to?** Money, skills, talent, IP
6. **How will you reach the customer?** Marketing, Sales, Advertising & Distribution
7. **How much will this cost?** Capital, operations, distribution etc.
8. **What is the problem?** Revenue Streams, margins, value of customer
9. **When should this be done?** Timeline
10. **What are the measures of success?** SMART Goals, Success Metrics
11. **Action Steps:** Marriage of the Business Plan & To-do List