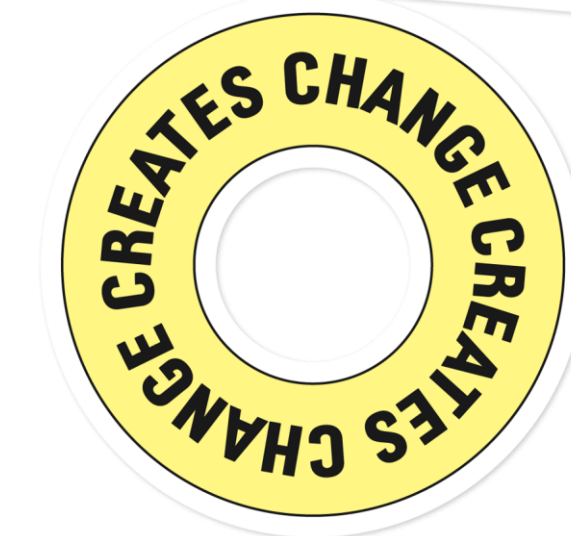
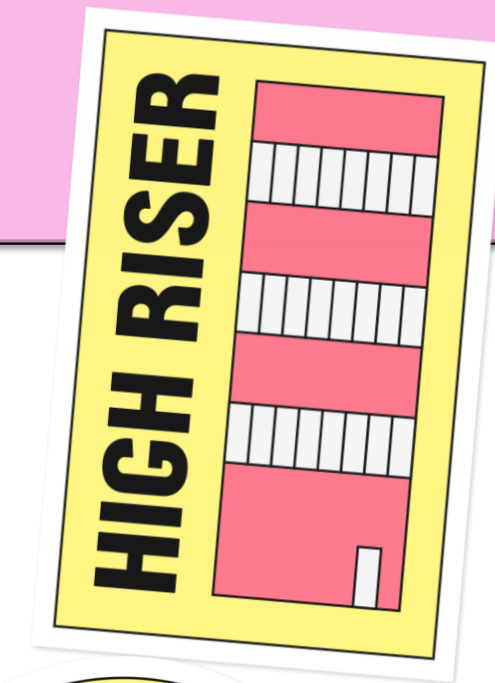
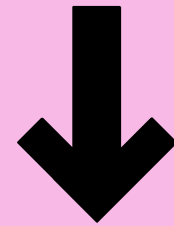


# BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS



# HOW TO MAKE THE MOST OF THIS SESSION

## WHY IT'S IMPORTANT



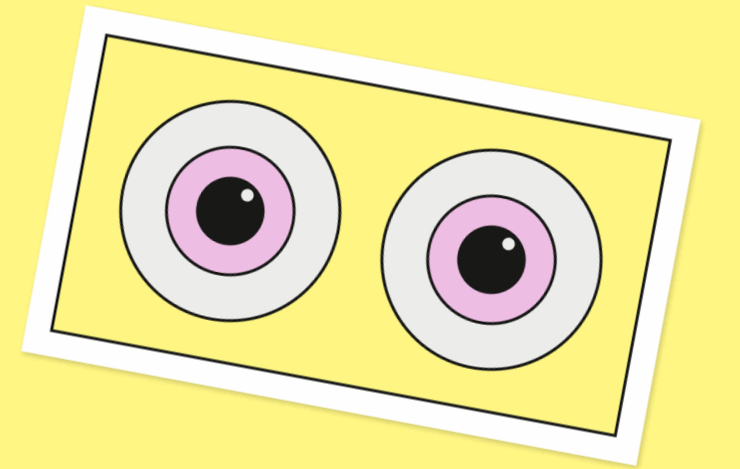
- Use **practical tools** to bring your ideas and plans to life
- Help **communicate your ideas with others**
- Take the **fear and complexity** out of **Business Planning**



# SESSION OVERVIEW



- Introduction to **business planning methods**
- Tools to **analyse & assess your proposition/idea/venture**
- Tools to **practice planning** at a stage that works for you



# ~~BUSINESS PLAN~~

## Schmizness Plan!

Business Plans are important at key points in time, **BUT>>>**

- They can be **OVERWHELMING** and distract you from making your venture a reality
- They also take **time, money & expertise** to do well



**When starting out - creating a series of summaries & key reports  
is less overwhelming**

# SWOT ANALYSIS



A quick & simple, starter for 10...

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

# PESTLE ANALYSIS



Deep dive & wider contextual understanding of risks, opportunities, demand & how your venture links to policy needs

Can be used to **consider risk** & get your **evidence stats** in order

**Political**

**Economic**

**Social**

**Technological**


**Local**

**Environmental**


# 2 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

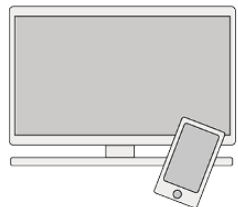
**Why should the person, who has this problem, buy from you?**  
Your USP and competitive advantage

 4

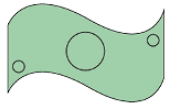
**Why should the person, who has this problem, buy from you?**  
Money, skills, talent, IP

 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

# BUSINESS MODEL CANVAS

Builds on the 2 sentence Business Plan

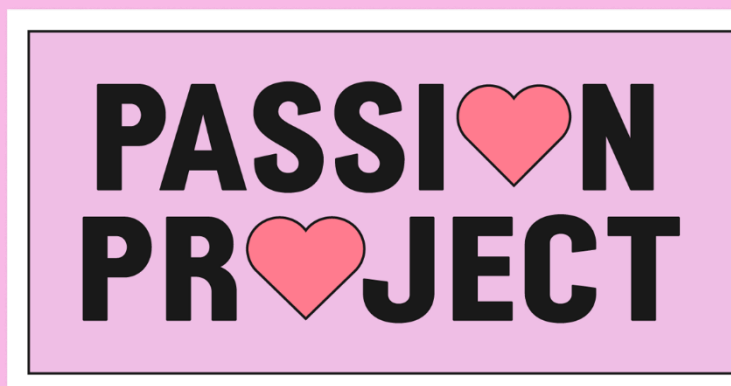


- **Easy** to understand
- **Customer focused** – encourages you to think about the value you'll bring to your customers & beneficiaries
- **Shows connections** – it's on one page so you can see how things relate to one another
- **Describes how you create, deliver & capture value**

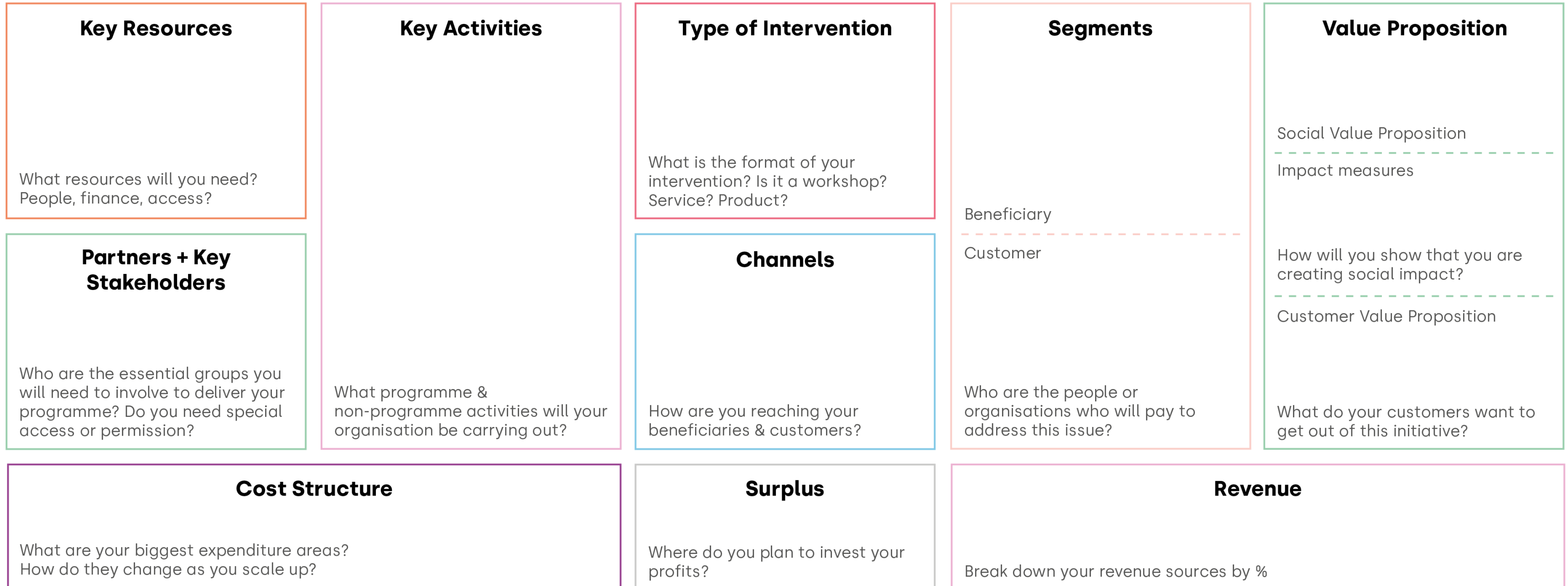


# WHAT IS A BUSINESS MODEL?

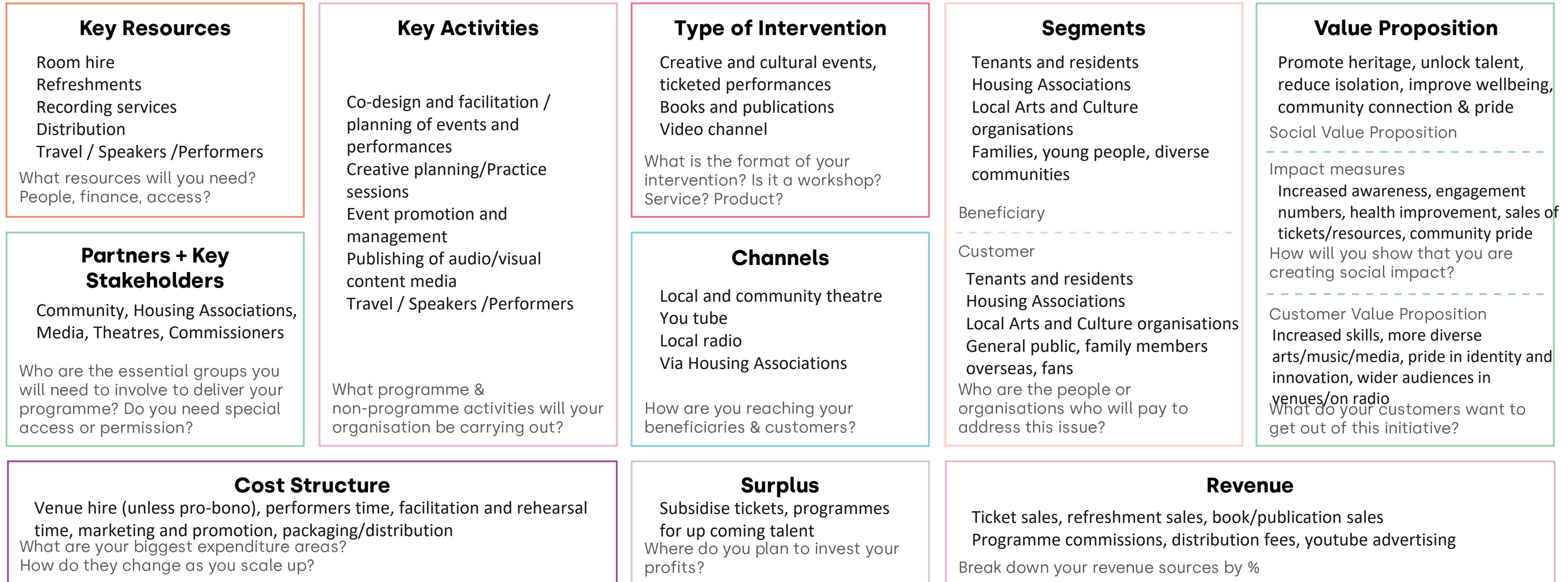
- Mechanism through which a company **generates profits**
- People can get lost in writing a business plan without thinking how it's **actually going to be delivered, effective** and how different parts of the business will **hang together & function**
- The **Business Model Canvas** helps with this...



# SOCIAL BUSINESS MODEL CANVAS



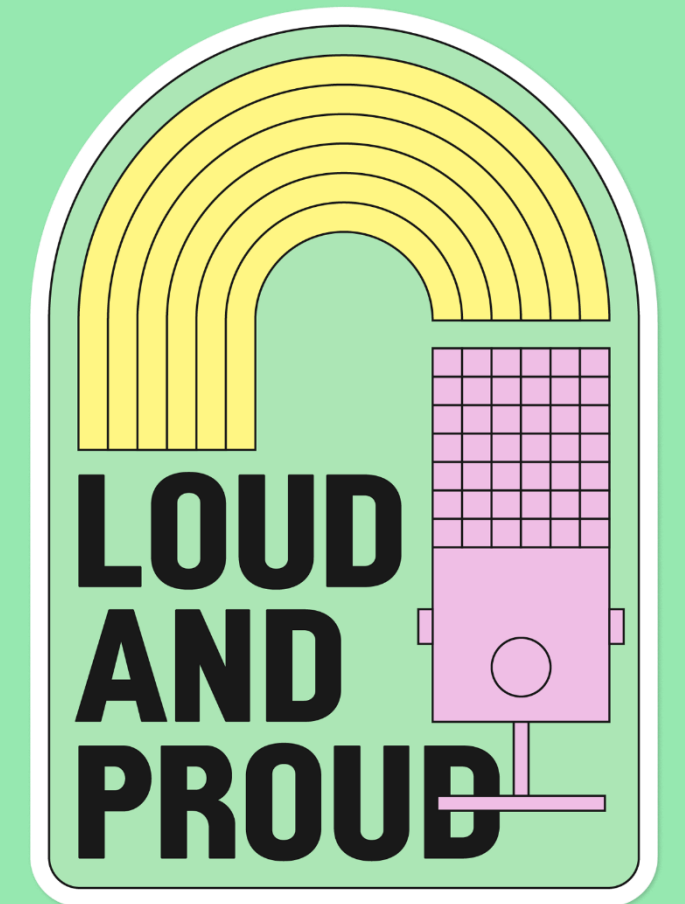
# SOCIAL BUSINESS MODEL CANVAS



# BUSINESS PLAN

If you're at the stage to start writing a **Business Plan**>>>

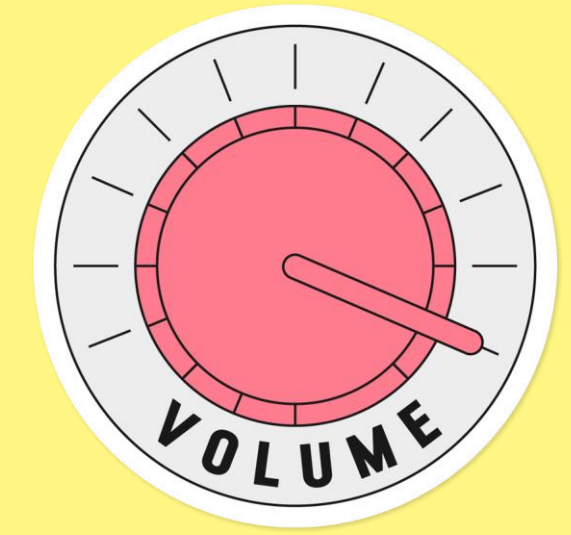
- Think about the audience and the reader
- Use existing templates to help get you started and the restructure right
- Don't labour over it – the sooner you test it, the sooner you find out if it works!
- Start with problem solving community need and the numbers (budget/sustainability)
- Keeping it a series of short reports/sections means you can update elements easily and keep it live



# SESSION SUMMARY

- Consider which **Business Planning tools will work for you** currently
- See these as live **working documents** use them, implement the plans and refresh the information
- Use the information to **effectively communicate with conviction** to aid with operations, pitching for opportunities, marketing and communicating impact and crucially understand what is financially viable





# TAKE THE LEAP



TO FIND OUT MORE VISIT [THE-LEAP.ORG.UK](https://the-leap.org.uk)  
OR FOLLOW @THELEAPBD

