

WORKSHEET 1 - CUSTOMER VALUE PROPOSITION AND TALKING PRESENTATION

DATE _____

SECTION I: YOUR <i>CUSTOMER VALUE PROPOSITION</i>	
<p>PROBLEM AND BUSINESS OPPORTUNITY. A <i>Customer Value Proposition</i> is based on offering a product or service that other people want and exchange for money value. Identify a problem or an opportunity in the marketplace - an unresolved consumer want that is not getting resolved by other enterprises. The problem or opportunity leads to a new business idea, which can solve that problem. The solution leads to a <i>Customer Value Proposition</i>. The <i>Customer Value Proposition</i> is an affirmation, "You, consumer, have this want, or this unknown opportunity I will show you how to resolve - let's do business!"</p>	<p>State here the unresolved problem or opportunity in the market that you want to resolve (market <i>Identification</i> is worked out in <i>CUSTOMER IDENTIFICATION</i> below):</p> <hr/> <p>State your new business idea (your single core business product or service) responding to the problem or opportunity:</p>
<p>BUSINESS CONCEPT THAT RESPONDS TO THE PROBLEM OR OPPORTUNITY. Identify and precisely define what your new business will sell - your core product or service - your core business.</p>	<ul style="list-style-type: none"> ▪ My business exists to satisfy the consumer want of... ▪ My business has identified a new opportunity, which is... ▪ My business makes... ▪ My business supplies... ▪ My business sells... ▪ My business provides... ▪ My business offers... ▪ The name of my business is...
<p><i>CUSTOMER IDENTIFICATION</i>. Identify the primary customers for your new business.</p>	<ul style="list-style-type: none"> ▪ Identify <i>who</i> your customers are likely to be. ▪ Identify <i>where</i> your customers are located and <i>where</i> sales to them will occur. ▪ Identify <i>when</i> your customers will buy your product or service. ▪ Identify <i>how</i> your customers will actually buy your product or service. ▪ Identify the prime reason <i>why</i> people will buy this product or service from you, in preference to all potential competitors. ▪ What <i>value</i> does your product or service offer to your customers that they otherwise cannot find? ▪ What <i>new features</i> does your product or service offer to your customers that they otherwise do not have? ▪ What <i>problem</i> does your product or service <i>solve</i> for your customers? ▪ What new <i>opportunity</i> does your product or service offer to your customers?
SECTION II: YOUR <i>TALKING PRESENTATION</i> STARTER OUTLINE	
<p>My company (company name) has found that many (customer description) have (special challenges, concerns or needs; require special help in [state the problem or opportunity]). In response to that (state the problem or opportunity) my company, (name) specializes in (state the product or service). We offer (state the solutions) so that people can (state the benefits).</p>	

POCKET BUSINESS PLAN

WORKSHEET 2 - BASIC BUSINESS PLAN

DATE _____

SECTION I: YOUR BASIC INITIAL BUSINESS CONCEPT	
1	Business trade name:
2	Business physical location (address):
3	Manager name:
4	<i>What</i> product or service will be sold?
5	<i>Who</i> are the customers?
6	<i>Where</i> will sales occur?
7	<i>When</i> will product or service be sold?
8	<i>How</i> will product or service be sold; <i>how</i> will customers be reached?
9	<i>Why</i> will people buy; <i>what</i> is the demand and will it grow?
SECTION II: TIME FRAME FOR YOUR INITIAL BUSINESS PROJECT TEST	
10	Business start date (first selling date):
11	Business end date (last selling date):
12	Total Time Frame allowed for this project (days, weeks, etc.):
SECTION III: FINANCIAL EXPECTATIONS DURING THE TIME FRAME	
A. INCOME FORECAST - ALL INCOME RECEIVED IN CASH WITH NO ACCOUNTS RECEIVABLE	
13	Unit of measure to be sold (what is the measure of product or service):
14	Number of units expected to be sold during the time frame:
15	Unit selling price (stated in appropriate currency: \$, £, ¥, €, etc.):
16	Total projected gross sales during the time frame (multiply line 14 with line 15):
B. COST ESTIMATE - ALL EXPENSES PAID IN CASH WITH NO ACCOUNTS PAYABLE	
INITIAL OR ONE-TIME EXPENSES OR INVESTMENT:	
17	Funds needed for initial equipment and tools (list these separately):
18	Funds needed for initial supplies (list these separately):
19	Funds needed for initial raw materials or other inputs (list separately):
20	Funds needed for initial cash reserve:
21	Other items needed (list these separately):
22	Total projected initial or one-time expenses or investment (add lines 17 through 21):
OPERATING OR ONGOING EXPENSES DURING THE TIME FRAME:	
23	Rent:
24	Utilities:
25	Services:
26	Other recurring items:
27	Total operating expenses during the time frame (add lines 23 through 26):
28	Total projected initial and operating expenses: (add lines 22 and 27)
C. NET INCOME SUMMARY	
29	Total projected gross sales (all cash only) (from line 16):
30	Total projected initial and operating expenses (from line 28):
31	Total projected gross profit (line 29 minus line 30):
D. START-UP CAPITAL REQUIRED FOR THE INITIAL BUSINESS TEST	
32	Total start-up capital needed (line 28):
33	Total personal funds available:
34	Net funds needed from other sources (line 32 minus line 33):

WORKSHEET 3 - IMPLEMENTATION CHECKLIST

DATE _____

STEP	REQUIREMENTS AND MILESTONES	START DATE	COMPLETE DATE	COMPLETED ✓
1	Complete all sections of Worksheet 1 - <i>Customer Value Proposition and Talking Presentation</i> .			
2	Complete all sections of Worksheet 2 - <i>Basic Business Plan</i> .			
3	Ensure your <i>Talking Presentation</i> is as clear as possible, and memorize it.			
4	Obtain licenses or permits if necessary.			
5	Open a business checking account.			
6	Initially fund the business checking account only with personal funds.			
7	Start utility services, as needed, especially telephone, if necessary.			
8	Design and purchase business cards and all other marketing materials (e.g., flyers, price lists, product and service descriptions, etc.).			
9	Purchase tools, supplies, raw materials, and other items as needed.			
10	Business observes first day of operation for purposes of the test.			
11	Conduct personal selling - give your <i>Talking Presentation</i> often.			
12	Receive and complete customer orders.			
13	Gauge customer requirements at every point: adjust selling and operations methods for completing customer orders as necessary.			
14	Ensure all customer orders and promises are fulfilled.			
15	Conclude the test by concluding selling efforts and completing all customer agreements and deliverables.			
16	Complete all sections of Worksheet 4 - Results and <i>Evaluation Report</i> .			
OTHER REQUIREMENTS OR MILESTONES				
17				
18				
19				
20				

WORKSHEET 4 - RESULTS AND *EVALUATION* REPORT

DATE _____

SECTION I: BASIC BUSINESS CONCEPT AND TIME FRAME	
Business trade name:	
Physical location (address):	
The product or service we sold was:	
If product or service was different from planned, what did we actually sell, and why did a difference occur?	
Business start and end dates:	
Total time we worked during this testing period:	
SECTION II: FINANCIAL RESULTS	
Did the business make a financial profit?	
<i>How</i> did sales income vary from the original estimate?	
<i>How</i> did costs vary from the original estimate?	
Did we need to invest additional funds into the business during the test?	
<i>How</i> will we use the financial profit?	
SECTION III: OVERALL <i>EVALUATION</i> OF STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)	
Remarks on what went well; what were our strengths?	
Remarks on what went wrong; what were our weaknesses?	
What we will change for the future; what is the future for this business; what immediate opportunities exist?	
What were our chief threats - things that could have gone wrong which we can prevent in the future?	
SECTION IV: FUTURE COURSE OF ACTION - WHAT WILL WE DO NEXT?	
<input type="checkbox"/> Results were marginal - develop the business idea further and test again. <input type="checkbox"/> Results were successful - develop the business idea further and test again. <input type="checkbox"/> Results were successful - implement the business idea as a formal business. <input type="checkbox"/> Postpone indefinitely any further work on the business idea. <input type="checkbox"/> Dispose of the business idea in full. <input type="checkbox"/> Merge the business idea into a new business idea - develop the idea and test. <input type="checkbox"/> Give the entire business project to someone else. <input type="checkbox"/> Other disposition (describe).	