

LEAN BUSINESS PLAN

[BUSINESS NAME]

DATE COMPLETED: _____

REVIEW DATE: _____

growthink

BUSINESS OVERVIEW

[DESCRIBE WHAT THE BUSINESS DOES]

VALUE PROPOSITION(S)	KEY PARTNERSHIPS	KEY ACTIVITIES	KEY RELATIONSHIPS
DETAIL THE VALUE YOUR BUSINESS BRINGS TO THE MARKET & THE INDUSTRY	LIST THE KEY PARTNERS, INCLUDING SUPPLIERS, MANUFACTURERS, DISTRIBUTORS, VENDORS, OR SOFTWARE FIRMS, WITH WHOM YOUR BUSINESS WILL WORK	LIST THE KEY ACTIVITIES YOUR BUSINESS WILL PERFORM TO GAIN COMPETITIVE ADVANTAGE, GROW MARKET SHARE & FUEL PROFITS	LIST THE RESOURCES THAT YOUR BUSINESS HAS AT ITS DISPOSAL TO CREATE MAXIMUM VALUE. THIS COULD INCLUDE HUMAN CAPITAL, INTELLECTUAL PROPERTY, PATENTS, FUNDING, ETC.

CUSTOMER OVERVIEW

CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS & CHANNELS
DESCRIBE HOW YOUR CUSTOMERS WILL INTERACT WITH YOUR BUSINESS. WILL YOU HAVE PERSONAL OR AUTOMATED CHANNELS OF COMMUNICATION AVAILABLE? CHART OUT THE END-TO-END CUSTOMER EXPERIENCE JOURNEY.	SPECIFY YOUR TARGET AUDIENCE, WHAT REQUIREMENTS OF THEIRS YOU CATER TO, HOW YOU REACH OUT TO THEM, AND THE STEPS YOU ARE TAKING TO GENERATE A CUSTOMER EXPERIENCE THAT WILL RESULT IN LONG-TERM LOYALTY.

COST & REVENUE

COST STRUCTURE	REVENUE STREAMS
DEFINE YOUR KEY COSTS AND HOW THEY REPRESENT A COMPETITIVE ADVANTAGE IF APPLICABLE.	DESCRIBE HOW YOUR BUSINESS GENERATES MONEY. LIST ALL YOUR REVENUE SOURCES/STREAMS, STARTING WITH THE SOURCE THAT DELIVERS THE LARGEST SHARE OF REVENUE

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