



Taking Technology to the Grassroots

Welcome to our business planner!
Business plans are simply: a plan for how your business will operate.



Even if you have already launched, this document will help you document the answers to “what to do when…” and “how we do…”.

Note: Though this business planner is a great tool to plan for your business’ structure, it may not have all the information necessary for business fundings (i.e. loans). SCALEDai is not liable for any outcomes resulting from using this template as part of business funding applications.

Part 1: Feasibility Analysis

How do I know my business will be successful?

If people have already been purchasing the product/service before, **explain why you think people will continue buying in the next 5 years:**



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If people have not already been purchased the product/service before, **explain why you think people they will want continue buying in the next 5 years:**



Part 2: Value Proposition

Why should people buy my product/service, over someone else's?

The problem I am solving is:



I am solving the problem by:



Part 2: Value Proposition

Why should people buy my product/service, over someone else's?

My solution is different from my competitors because:



Also good to document:

I am making the decision to (stay small/go big), and I will hold myself accountable by:



Part 3: Business Structure

What type of business will I operate?

I will register my business as a:

Sole proprietorship

Corporation

Partnership

I understand that the pros of doing so are:

I understand that the cons of doing so are:

Part 3: Business Structure

What type of business will I operate?

Mission of the business - My goal with this business is to (refer to the problem you're solving)



Vision of the business - What do you want the business to be known as, or have accomplished, 10 years from now?



Business Planner

Also good to document:

Reference company - A business selling similar service(s)/product(s), preferably in the same geographical area



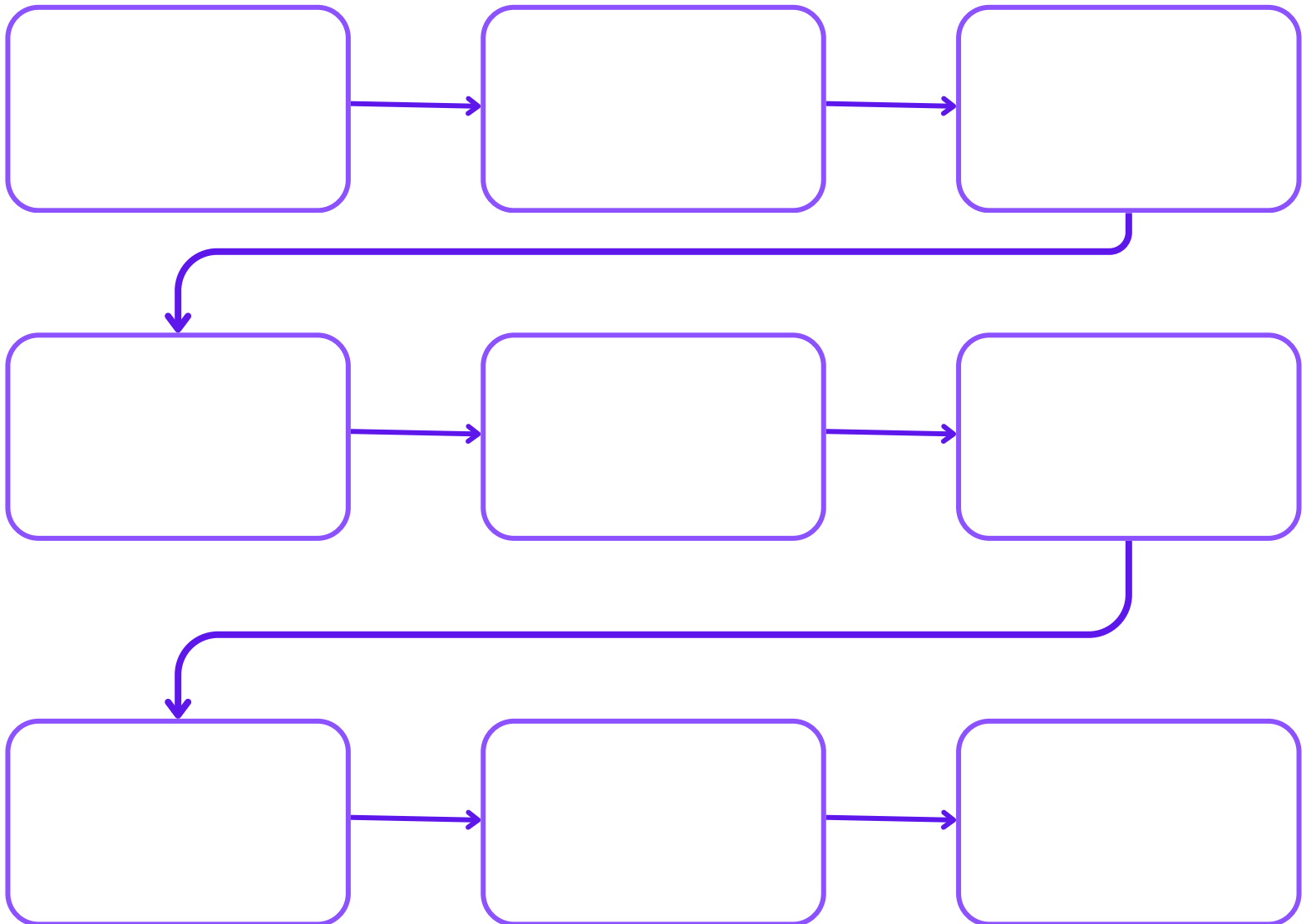
Mentor(s) and advisor(s) - People with experience you can go to for advice on various areas of your business



Part 4: Operations

How will I offer service(s)/product(s)

Business process - List the activities involved in providing the service/selling the product, from start to finish (the customer having received service/bought product)



Part 5: Competitive advantage

Where does my business stand in the market?

S.W.O.T analysis - My business' **S**trengths are:



S.W.O.T analysis - My business' **W**eaknesses are:



Part 5: Competitive advantage

Where does my business stand in the market?

S.W.O.T analysis - Some current **O**pportunities for my business are:



S.W.O.T analysis - My business is currently facing the following **T**hreats:



Part 6: Growth strategy (strategic plan)

How will I achieve my business' vision?

GAP analysis - 1 YEAR from launching/ from now, I want my business to have (you can list more than one goal):



To get to the goal(s), based on my SWOT analysis, I need to work on:



Part 6: Growth strategy (strategic plan)

How will I achieve my business' vision?

GAP analysis - 5 YEARS from launching/ from now, I want my business to have (you can list more than one goal):



To get to the goal(s), based on my SWOT analysis, I need to work on:

