

# The Two-Page Business Plan

Your Name: \_\_\_\_\_

<p><b>Product / Service</b> What are you selling?</p>	<p><b>Value Proposition</b> What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? characteristics Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<p><b>Competition</b> Who is your competition? How many? How entrenched? Estimated Share of Market?</p>	<p><b>The Customer</b> For whom are we creating value? Who are our most important customers?  Mass Market Niche Market Segmented  Multi-sided Platform</p>	<p><b>Marketing</b> What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? examples Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>
<p><b>Key Processes</b> What Key Processes do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? categories Production Problem Solving Platform/Network  Types of resources: Physical Intellectual (brand patents, copyrights, data) Human Financial</p>	<p><b>Delivery to the Customer</b> Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<p><b>Sales</b> For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p>	<p><b>Expenses</b> What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? is your business more: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p>	<p><b>How much do you need to get started?</b> \$ _____</p>

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Describe Your Business  
(you have 400 words to persuade an investor)

SAMPLE