

# THE START-UP CANVAS

Discover your business potential by connecting this Start-Up Canvas to your Cash Flow Worksheet!

## BUSINESS DESCRIPTION

Tell us about your company!

- What's your business name and it's structure?
- Why do you want to start this business?
- What do you hope to achieve by operating this new venture?

## WHAT YOU SELL

Describe your Products and Services

- What are the broad categories of items you will sell?
- What's unique about them or what is your edge over your competition?

## YOUR IDEAL CUSTOMERS

List your company's main customer groups!

- "Everyone" isn't your customer . . . put on your thinking cap and describe your main customer groups by their age range, gender, location, leisure activities and disposable income.
- Are there enough of these clients in your intended market area?
- Note: each product/service line may have it's own Ideal Customer group(s)!

## THE CUSTOMER CONNECTION

How will your customers research and buy your product and services?


- Describe all the sales channels you'll use to make those sales: your own store, direct sales, tradeshows, pop-up shops, e-commerce, social marketplace, etc.


## KEY PEOPLE, EQUIPMENT & FACILITIES

A great work team is key to a successful business.

- What are your company's key positions?
- Are there specific skills/knowledge or certifications needed for those jobs?

List the tools, equipment, building (renos) and land that are needed for your start-up. Get quotes in advance so you know the start-up funds required to get your business off the ground!

 Connect to the Cash Flow: Sales and COGS

 Connect to the Cash Flow: Sales & Expenses

## START-UP STEPS


Companies thrive when they tap into experts and work with others!


- List the steps you've already taken to get your business started (business name, insurance, banking, bookkeeping)
- Who is part of your external network of expertise and support (professionals, mentors and/or peer groups)?

## THE COMPETITION

How Does Your Business Rank?

- For at least three competitors, do some digging! List their:
  - Strengths and Weaknesses
  - Pricing Strategy
  - Market appeal
- Where does your company fit? List your own attributes alongside your competition!

 Connect to the Cash Flow: Start-Up, Sales & Expenses


 Connect to the Cash Flow: Sales section

 Connect to the Cash Flow: Sales section

## YOUR CUSTOMER NEEDS

Your Problem-Solving Power!

- Customers are looking for solutions to their problems. What need does your company or product/service fill?
- What's the value in your offer? There may be many!

 Connect to the Cash Flow: Sales & Expenses

 Connect to the Cash Flow: Start-Up & Expenses

## START-UP COSTS

What will your Start-Up really cost?

Listing ALL the costs your company will encounter as you start is a winning strategy. Don't under-fund this important stage of business! Plan out your:


- Operating Expenses incurred prior to sales coming in the door
- Your company's initial Inventory Purchase
- Tool and Equipment required by the business
- Building, Renovations or Land purchases

## EXPENSES

Research your costs to operate your business!

Use the Cost of Goods Sold (COGS) & Expense sections of the Cash Flow Worksheet to record your information. Research in this area is crucial to the viability of your business. You may discover hidden expenses that impact your cash flow, or identify ways to cut costs. Planning your expenses in advance of start-up is a smart step towards success!

 Connect to the Cash Flow: Start-Up

 Connect to the Cash Flow: COGS & Expense sections

## SALES

Use your 'building blocks' to project your monthly Sales figures!

Your 'building blocks' are from this Start-Up Canvas: pricing strategy, target market, sales channels, types of products/services you'll sell and plans for collaboration & marketing

**Daily Sales** = Price/unit x Quantity Sold/day → **Monthly Sales** = Daily Sales x # 'Selling' Days/month  
(Note: think about how seasonality, marketing campaigns, or special events will impact sales)

 Connect to the Cash Flow: Sales section