



Your Logo and Business Name Here 🙌

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Contact name:

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Zip:

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Outline

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1. Executive Summary

This is your chance to quickly make your argument of what the problem is and how your business is going to solve it. This section shouldn't be more than a couple paragraphs. Quickly cover the problem, your unique solution, who you're targeting, and what your impact will be. It's best to write this section after you've completed the whole business plan.

2. Mission

What's the problem?

It's best to start off describing what problem you're solving. If your audience might need some education about the plastic waste problem - here's your chance. What part or aspect of the plastic waste problem are you focusing on? You can set some context about the global plastic waste issue, but make sure to drill down to your national and local level as well. Try to be specific and stress why this is such a big problem facing the planet and your local community. Show your passion for solving this problem. This section will set the stage for the whole story told throughout the plan.

What's your solution?

Next briefly cover how your solution addresses this problem. For example, if you write about how the plastic waste problem is due to a lifestyle issue, maybe your solution is focused on educating people because it addresses the root cause of the problem.

What's your mission statement?

Look back on your mission that you filled out in the action plan. How can you elaborate to explain it to your reader?

What's your vision?

Once you have explained your mission - write just a few sentences about your vision.
What kind of world do you envision, and what do you envision for your organization?

3. Team

Fill in some basic information about your team to show who's involved and what relevant skills and experience they have to the business.



Name:

Role:

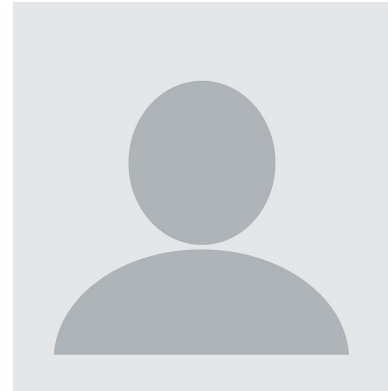
Experience:



Name:

Role:

Experience:



Name:

Role:

Experience:

4. Market Analysis

The market analysis section (broken down by the right side of the action plan), is where you will describe how the market is currently performing in your area of interest, how you plan to enter the market, what makes you different, who you are targeting, and how you will deliver your products and services to the customer.

A. Products & Services

Product explanation

Explain that there is something missing from the market currently and what unique products or services you will offer to meet that unmet need. Write down a brief description of the products and services you are planning to make and include some pictures if possible. Include the price range they will be in and how this compares to similar products/services. If you have any sketches or pictures of your products, you can also include them here.

Product Photos or Sketches:

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Competitive advantage

It's unlikely that your product or service is completely unique - there are businesses or organizations that are probably doing something similar. What are those businesses, what are they offering, and how are you differentiating yourself? Another way to ask this what is your competitive advantage? What are you doing that sets you apart? Describe it here.

Total Available Market

What would you estimate to be the total available market for your product or service? For example, I'm targeting the plastic waste generated in my town, and I know from my city waste department that we generate about 100 tons per month of waste plastic. That means if we were to capture 100 % of the market, we would be processing all 100 tons. If we value each ton at \$10, that a \$12,000 total available market per year. You should include the total available market that you're targeting to show how big your business could potentially grow.

B. Target Groups

Identify the groups

In this section, explain who your target customer groups are, and how many potential customers are in this group. What do you know about these groups? This is your chance to communicate your research about your customers.

Research

What research have you done to show that your target groups will be interested in your products and services? Discuss any field research that you've done or online research about these groups. For example, if you're producing craft furniture from plastic waste, do some research online to see if you can find numbers on the total craft furniture market value in your country. You could also run a small survey in your area to gauge interest in your products.

If you're targeting businesses, do you have any letters of intent or proof that they are willing to buy your product or service when you're able to get up and running? This can be a very powerful tool for showing your business case - you already have customers lining up to buy.

C. Engagement

Engagement is how you will engage with your target customer groups and how many people you can potentially reach with this engagement strategy. What marketing channels are you using? If you're using social media - which platforms? What's your engagement rollout plan? Do you intend to start with one marketing channel and then gradually expand? Communicate your marketing plan here.

D. Sales Channels

Finally, explain what your sales channels are. Explain where and how people can buy your products/services. Explain why you chose these sales channels, and relate that back to your target groups.

Business to Business (B to B) versus Business to Consumer (B to C)

Are you focusing on business to consumer or business to business? This is an important distinction, because it will help the reader understand your business model. Business to consumer (B to C) means that you are targeting consumers directly - you will be the one selling the product or service to the end user. If you are instead focusing on business to business (B to B), that means that you'll be selling to other businesses. For example - if you're a machine builder that will be selling machines to new workspaces - this is a business to business model. If you are a product producer selling products directly to people through the Precious Plastic Bazar, this is an example of business to consumer.

5. Operations

A. Key Resources

First explain what key resources, or the key tools, machines, people, and any other resources that are crucial for you to deliver on your mission.

Another good thing to include here is any permits or licenses that you might need from the government in order to be able to operate. Are there any safety

requirements that you need to follow? What resources do you need to have available in order to do so? What about people - are there any key skill sets that you need?

Include any pictures of your workspace if it's relevant as well.

B. Key Tasks

Explain your key tasks - What actions and activities will you need to focus on? Show that you have a clear sense of what needs to be done. How will you produce your product or service and what are the key tasks that you must do to support this core delivery. Describe your production or service delivery process in detail and how you will maintain quality. How do you and your team's skills and experience match up with these activities?

C. Running Costs

In this section you will describe in more detail the key running costs that you identified in the Action Plan. Doesn't need to be very long - this is just to show that you've thought about the costs that are a risk to the business month after month. If you have a way to control these costs, discuss that here as well.

D. Collaborators

Finally, write about who your key collaborators are. What people, groups and organizations will be key in helping you fulfill your mission? Say what they will add to your business, and what your current relationship is with them. Are these people you would like to collaborate with, or you've already started? What's the current status? How will they help you deliver on your mission? Be specific here - show what strategic relationships that you have which will be a strategic asset to your business.

6. Impacts

A. Community

Here's your chance to write about the positive impact you will have on your community. What's the direct impact you will have on improving the lives of real people? Link this back to your mission and vision if possible.

You can also discuss your involvement with the Precious Plastic community. Perhaps discuss how you will contribute back to the Precious Plastic open source community and share your knowledge with other Precious Plastic workspaces.

B. Planet

The planet section is for you to discuss the positive impact you will have on the environment. Show your vision and dream about a cleaner, greener future. It's important to think about how you will measure this as well. For many Precious Plastic businesses this will be the amount of material recycled.

C. Income Streams

Next describe your revenue model, or how you intend to bring in money month after month. Refer back to what you wrote in the action plan - is it product sales, workshop ticket sales, machine maintenance fees, or some other revenue model? How do you intend to price your products and services? Do you have different models for different products and services? Describe each one in detail.

7. Financials

The financials section is where you will build holistic financial picture to argue that you can turn your idea into a financially successful business.

First, write about the investment costs that you will have to pay in order to get started. You can pull this information from the workspace calculator and paste into a table. Copy in the investment costs table from the workspace calculator and add a total value.

Investment Costs	
Initial Investments	Cost
Total:	

Next describe how you intend to raise the initial money you need to get started. Is this a bank loan, grants, your private money, or assistance from the local government? Describe the different forms of financial assistance that you are pursuing.

Next you should copy in the Profit & Loss statement from the workspace calculator generated on the “extras” page. The profit and loss statement shows your estimated financial outlook for the first three years of operation.

Profit and Loss Statement			
	Year 1	Year 2	Year 3
Revenue			
Cost of Sales			
Net Revenue			
Fixed Costs			
Gross Income from Operations			
Business Taxes			
Net Income			

The cash flow statement shows that you will have enough money on hand to meet your financial obligations throughout the first year. Grants or bank loan applications often ask for these statements.

[illegible]

<i>Revenue</i>												
Total Cash In												
<i>Investment Costs</i>												
<i>Variable Costs</i>												
<i>Fixed Costs</i>												
Total Cash Out												
<i>Net Cash Flow</i>												
Money In Bank (End of Month)												

8. Legal Structure

The legal structure section is where to describe how you'll be organized as a legal entity, or how you're registered with the government. Your project doesn't need to be structured as a commercial business - could be a non-profit, association, cooperative, project within an existing business, B - corp, social business. "Business plan" is the terminology that's often used for a plan such as this, but doesn't mean you need to run it necessarily as a "for-profit" business. This is going to depend on your situation, and could also depend on your country - sometimes it's easier to structure a project a certain way depending on the legal entity regulations. One or the other maybe more tax friendly - more often a non-for profit or association is the more favorable tax structure for receiving grants. Describe here which legal structure you intend to use and why.

9. Appendix

The appendix is the place at the end of your business plan for any other supporting documents, pictures, graphs, or anything else you can think of that will help build your case. You can refer to items in the appendix throughout your document. Some items that could be found here are signed letters of intent from businesses wanting to buy your product, extra pictures of your products or services, additional financial graphs, and letters of understanding between you and collaborators.