




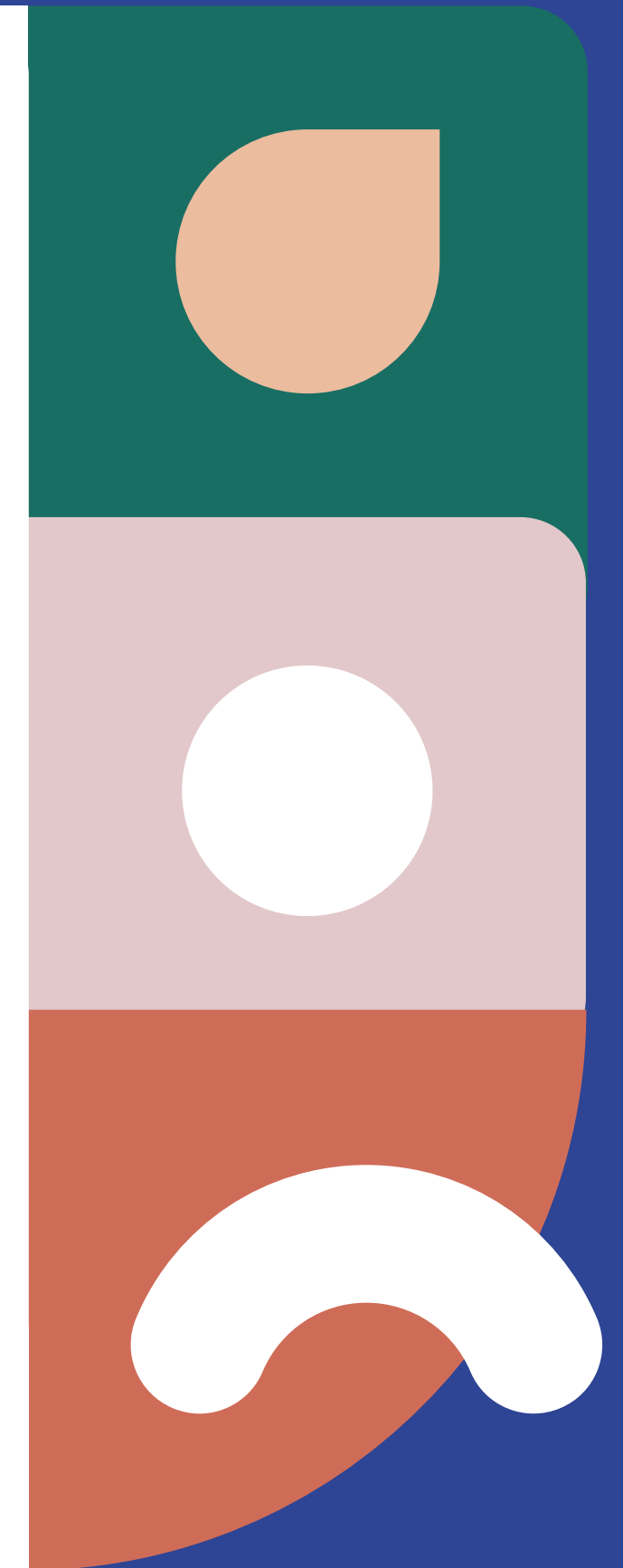
Business Plan Templates

Set up for success with strategic planning frameworks, including Lean Canvas, SWOT Analysis, Pirate Funnel, and more.



Create a Business Plan with a Lean Canvas

Lean canvas is a one-page business plan template created by Ash Maurya. It's designed to create a snapshot of your business idea, distill the essence of your product or service, and break it down into key parts. Check out a completed example on the next page and then try filling out the blank lean canvas for your own business on the page after that.



Problem

What problems are people facing? List their top 3 frustrations.

Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

Solution

How will you solve these problems? Write down a solution for each problem.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

Key Metrics

How will you measure the success of your product or service? List the key metrics.

High Level Concept

How does your product or service fit into the grand scheme of things?

Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Early Adopters

What are the specific characteristics of your early adopters?

Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.



SWOT Analysis

Find Your Competitive Position with a SWOT Analysis

A SWOT analysis maps out your company's path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Uncover your company's competitive position with these guiding questions. Use the blank framework on the next page to start filling out your own SWOT analysis.

Strengths

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

Opportunities

What changes in technology, policies, and social pattern scan be a growth opportunity for the company?

Weaknesses

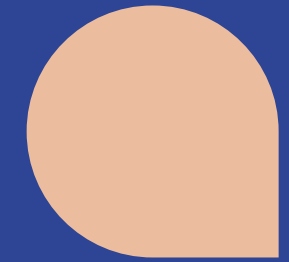
What areas can you improve on? What does your company lack? What things do your competitors do better than you?

Threats

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?

Visualize Your Company's Weak Points with a Pirate Funnel

The Pirate Funnel is a customer-lifecycle framework by Dave McClure that shows what you need to focus on to optimize your marketing funnel. It is called a Pirate Funnel because the first letters spell out AAARRR for Awareness, Acquisition, Activation, Retention, Referral, and Revenue. Use the blank framework on the next page to start filling out your own pirate metrics.



Awareness

How will you introduce your company to your potential customers? Examples: impressions, click-through rate, visits, and social media metrics.

Acquisition

Where are your potential customers coming from? What channel is driving the most valuable traffic for your company? Examples: new leads, email subscribers, resource downloads, support and sales chats.

Activation

How will you introduce your company to your potential customers? Examples: impressions, click-through rate, visits, and social media metrics.



Retention

How many of your customers are you retaining? Why are you losing others? Examples: customer acquisition rate and customer churn rate.

Revenue

How can you increase revenue? What's your monetization plan? Examples: customer acquisition cost and customer lifetime value.

Referral

How can you turn your customers into advocates? What's your systematic process to generate referrals consistently? Examples: Net Promoter Score, referrals, and social shares.

4Ps of Marketing

The 4Ps of Marketing illustrates how product, price, place, and promotion work together when a product or service is launched to customers. It is created by Neil Borden in the 1950s to demonstrate the ways companies use advertising and marketing techniques to convert potential buyers into actual customers. Use the blank framework on the next page to start filling out your own 4Ps of Marketing.

**Position Your
Product or
Service with the
4Ps of Marketing**



4Ps of Marketing

Product

- **Brand**
- **Features**
- **Packaging**

Product refers to the good or service you are offering to customers. What needs does this product fulfil? What frustrations does it address? What makes it compelling to customers such that they will believe they need to have it?

Price

- **Price**
- **Discounts**
- **Bundling deals**
- **Credit terms**

Price is what customers pay for a product or service and it takes into account the cost of production. What is the value of the product or service to customers? Are there established price points for this product or service in the market? How will this price compare with competitors?



4Ps of Marketing

Promotion

- **Ads**
- **PR**
- **Social Media**
- **Email**
- **Search Engine**
- **Video**

Promotion is how you will get the word out about your product or service to your target customers. It includes advertising, public relations, and promotional strategies.

Place

- **Stores**
- **Website**
- **Online**
- **Marketplace**

Place refers to how and where your customers will look to see your product or service. It also considers how you will deliver the product or service to them. Will it be in a physical store or online? What will be the distribution channels?

Know the Stages of the Customer Journey with a Marketing Funnel

Marketing Funnel

A Marketing Funnel maps your company's marketing activities at each stage of the customer journey. The goal is to create a system, which is measurable at every level of the journey. Use the blank framework on the next page to start filling out your own marketing funnel.

TOFU (Top of the Funnel)

Activities that facilitate awareness. Make your target audience aware of the problem you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press
- Release

MOFU (Middle of the Funnel)

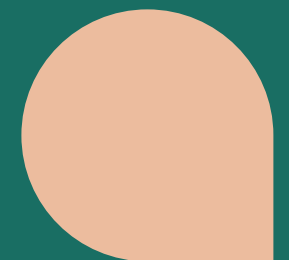
Activities that facilitate evaluation
Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

BOFU (Bottom of the Funnel)

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets





Illustrate Your Company's Strategy, Tactics, and Execution

Strategy, Tactics, and Execution

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution

Strategy

Strategy is how your methods, time, and resources come into play to fulfill your company mission and vision.

Tactics

Tactics are the specific methods, resources, and techniques you will need to accomplish your strategy.

Execution

Execution is how you will employ the tactics you've chosen. It includes measurable outcomes, such as timelines and deliverables.

**Strategy,
Tactics,
and Execution**



Develop Deep Insights About Your Customers Using Buyer Personas

Buyer Personas

Buyer personas are semi-fictional representations of your target customers. These personas are based on market research and real data about the people you are targeting. Two to three buyer personas are ideal. The more detailed the buyer persona, the better. Use the blank framework on the next page to start filling out your buyer personas.

Demographics

(Gender, age, marital status, employer)

Needs

Buyer's Journey

(Awareness, consideration, purchase, advocacy)

Buying Roles

(Decision makers, influencers)

Objections

Channels

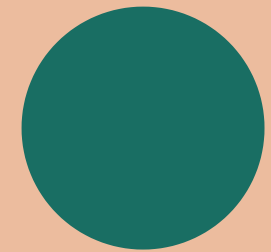
(Social media, other digital activities, non-digital activities)

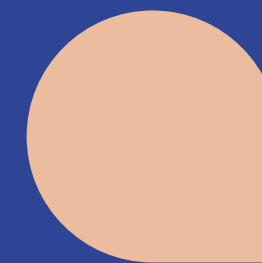
Goals and Responsibilities

Frustrations

Sources of information

(Content that influences purchased decisions)





Free Resources

Use these free and recolourable icons and illustrations in your Canva design.