

# Planning Canvas

SCHOOL NAME

BUSINESS NAME

TEAM NUMBER

VERSION

<p><b>Problem Frame</b> <i>What is the issue that your team can see?</i></p>	<p><b>Target Customers</b> <i>Who are likely to be our customers?</i></p> <ul style="list-style-type: none"> <li>- Think about the gender, relationship status, where they live, why they are buying and how often they buy of each target customer group.</li> <li>- Come up with at least two different groups.</li> <li>- Put detail around these customer groups if you have it to hand.</li> </ul>	<p><b>Value</b> <i>Why are customers really buying from you?</i></p> <ul style="list-style-type: none"> <li>- Think about more than just the product / service you offer, to why they do business with you over anyone else. What do people feel when doing business with you, or what do they get from you that is not a monetary benefit?</li> </ul>	<p><b>Marketing</b> <i>How are you going to promote to your customer, and what is the experience of purchasing your product?</i></p> <ul style="list-style-type: none"> <li>- Outline which channels you are going to use to market the solution and what you will share through them.</li> <li>- Outline the experience the customer gets when receiving / purchasing the product</li> </ul>	<p><b>Staff</b> <i>What will you pay people to do?</i></p> <ul style="list-style-type: none"> <li>- What do you need people to do to make your solution work?</li> <li>- What qualifications or experience will they need?</li> </ul>	<p><b>Key Stakeholders</b> <i>Who else do you rely on and why?</i></p> <ul style="list-style-type: none"> <li>- Think of all of the businesses you work with, need help from, provide services you rely on or could even provide funding. How do you rely on them, and how do you build a better relationship with them?</li> </ul>
<p><b>Solution</b> <i>What is your idea? How is your team going to solve this problem through your idea?</i></p>		<p><b>Key Milestones / Stages</b> <i>How will you get the solution started?</i></p> <ul style="list-style-type: none"> <li>- Outline the stages you will step through before / as you launch your business. What do you need to test or trial before launching the business fully?</li> </ul>		<p><b>Resources &amp; Equipment</b> <i>What things to do you need to make money?</i></p> <ul style="list-style-type: none"> <li>- What major equipment do you need for your staff to do their jobs?</li> <li>- What goods do you need to buy?</li> <li>- Where will get these goods from?</li> </ul>	
<p><b>Income</b> <i>How much money are you going to make?</i></p> <ul style="list-style-type: none"> <li>- What are customers being charged?</li> </ul> <p>Are there different prices for different products, packages or bundle deals?</p>			<p><b>Expenses</b> <i>What will you need to spend to make money?</i></p> <p>Outline all of your major costs. Look to your Staff, Resources &amp; Equipment &amp; Key Stakeholders for hints.</p>		