

THE PROPOSITION

REAL NEED

- Can you demonstrate need?
- What market research has been done?
- Have beneficiaries been involved?
- What problem does it solve?

REAL IMPACT

- What difference will it make?
- What is the environmental and social impact?
- How will Impact be measured?
- What are your outcomes?
- What are your values?



REAL NEED



REAL IMPACT

THE PROMOTION

MARKETING

- How will you communicate with customers and beneficiaries?
- What channels will you use to reach them?
- What are the routes to market?
- How will you brand the business?

BENEFICIARIES

- Are your beneficiaries paying themselves?
- Will they need support?
- How will you target them?

CUSTOMERS

- Who are your customers?
- How will you attract them?
- Are they also your beneficiaries?

THE PROPOSITION



REAL IDEA
WHAT IS YOUR BUSINESS IDEA?

THE PROCESS

THE PROMOTION



PARTNERS & STAKEHOLDERS



ACTIVITIES



RESOURCES & SKILLS



MARKETING



BENEFICIARIES



CUSTOMERS

THE BOTTOM LINE



COSTS



INCOME

THE BOTTOM LINE

COSTS

- Have you considered all your costs?
- Direct and indirect?
- Fixed and variable?
- Full cost recovery?
- What are your total costs Yr 1, 2, 3?

INCOME

- What are the different income sources?
- How will you fund start up?
- How will you price your products/services?
- What is your income Yr 1, 2, 3?

THE PROCESS

PARTNERS & STAKEHOLDERS

- Who do you need to engage to make this happen?
- Are there other partners better placed to deliver the outcomes?
- Are there partners with specific skills who can help you make more impact?

RESOURCES & SKILLS

- What equipment/ premises needed?
- Do you or staff need specific skills?
- Have you considered the logistics

ACTIVITIES

- What are the specific activities that will generate your outcome and your income?