

APPENDIX 5

TEMPLATE

Example Lean Canvas Business

Photo Credit: Samuel Shelley



LEAN CANVAS BUSINESS TEMPLATE

<p>Key Partners</p> <p>What partnerships do you have or can you build to support key activities or bring resources and support to your business?</p> <p>For example :</p> <ul style="list-style-type: none"> - Value Adding - Processing Manufacturing Packaging - Sales - Distribution Delivery Sales platforms Web design Brand / Business awareness Advertising - Business Skills - RFCS Farmers Markets <p>Identify key partners and how they will help increase revenues, decrease costs, or share risks</p>	<p>Key Activities</p> <p>Review the right 2x columns: What key things will you have to do to deliver. How will you provide value to each customer segment, create relationships and create revenue?</p>	<p>Your Value Proposition</p> <p>Why will your customers spend money on you, your product or your service? What is different or compelling about your offering.</p> <p>How are you meeting the need or demands of your customer and how are you doing it better than the competition?</p> <p>Does the message around your farm, product, or service connect with consumers enough for them to be curious and convert them to sales?</p>	<p>Customer Relations</p> <p>What is your relationship to the customer segments?</p> <p>Is it highly personalised (service), direct or remote (ie wholesale to retail)</p> <p>How do you intend to build customer relations, find, grow and maintain them?</p> <p>Is your process novel or unique?</p>	<p>Market Segments</p> <p>Define your customers. How many different types of customers do you have? Consider demographics, location, behaviours and values.</p> <p>Think about the total economic size of your customer base – is your target audience large enough to support your enterprise now and as you grow your business?</p> <p>How much do they already spend on your product/service?</p> <p>How do your customers already find out about your type of product/service?</p> <p>What are their purchasing behaviour and patterns?</p> <p>Try using your RDA website, Local Gov economic data, existing market surveys etc to understand your customer demographics.</p>
<p>Key Resources</p> <p>What do you need? What do you have already (assets, knowledge, skills) and what do you have to outsource?</p> <p>Consider your needs for finance, people, partners, location, raw materials, market access</p>		<p>Channels</p> <p>How will you connect to your customer segments?</p> <p>Consider your communications strategy, is the space already saturated, how will your communication change over time, between new and existing customers, the frequency, accessibility. How can your communications stay fresh?</p>		

Cost Structure

What are your most important costs? Can you afford to pay yourself?

Consider: rent (or profit share), insurance, inputs, labour

Identify your fixed and variable costs - will they change over time? Are you competing in a cost-driven marketplace (lowest cost) or are you competing in a values-driven marketplace?

Revenue Streams

What will you be getting paid for? How will you get paid? What other ways can you raise revenue (income diversity)? How will you measure and assess your income/cash flow? Consider add-ons or services that could build revenue without too much additional work

Consider how to increase your business resilience and decrease risk.

What is your competitive strategy / competitive edge

Complete a SWOT and Risk Analysis. What are your greatest risks how can you prepare for them?

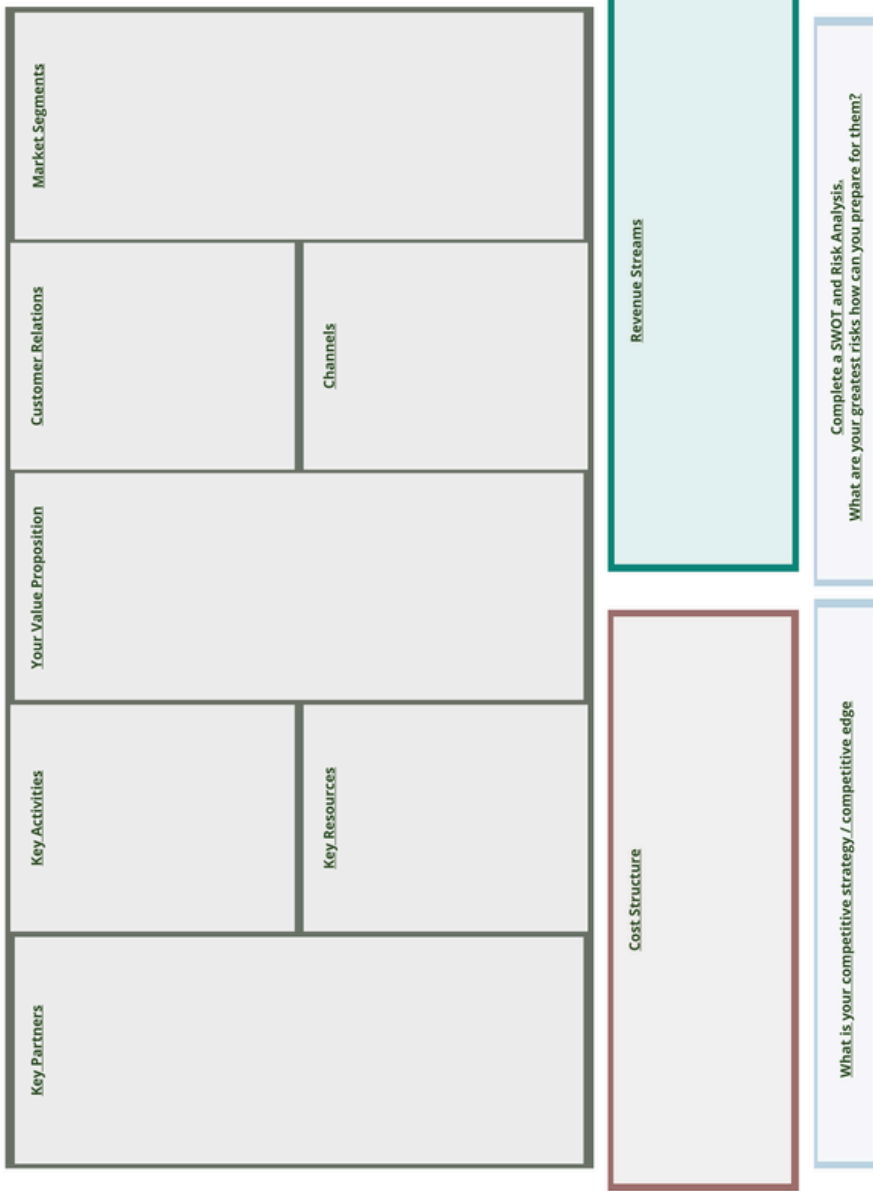
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TEMPLATE Blank Lean Canvas Business

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Complete this Lean Canvas as a single page brief overview
then consider exploring each box segment with more detail in your business plan