

# BUSINESS PLAN CANVAS

Answer These Eight Questions If You Want to Get Funded

[www.BusinessPlanCanvas.com](http://www.BusinessPlanCanvas.com)

## Elevator Pitch

What is your business idea, who are your prospective customers, and how do you plan to make money?

### 1.0 Vision

When your business succeeds, what will it look like?  
Why are you in business?  
How did you come up with your business idea?

### 2.0 Product Description

What is your core product or service and what problem does it solve?  
How does it work?  
For whom is it important and why?

### 3.0 Market Opportunity

Who are your potential customers?  
What is the size of your market?  
How much revenue will you be able to generate?

### 4.0 Competitive Landscape

What is your sustainable competitive advantage?  
Who are your top three competitors?  
What differentiates your product or service?

### 5.0 Business Model

How do you plan to make money?  
What are your revenue streams?  
How is your business scalable?

### 6.0 Go-To-Market

How will you get your first 100 customers?  
What marketing tactics will you use?  
Who can you partner with to get customers faster?

### 7.0 Team & Organization

Why are you the right person to succeed in this business?  
Who is on your team?  
What successes have they had in the past?

### 8.0 Financial Plan

How much capital do you need and why?  
What will you use the funds for?  
Who could potentially acquire your business?