



MAKING MONEY

REVENUE STREAMS

How does your business make money? What products or services are sold? How are they bundled? How are they packaged?



DIRECT COSTS

What costs are directly linked to each revenue stream? Think materials, packaging, processing, shipping, transaction fees, etc. Then consider labour (aka; contribution costs).



PRICE POINT

In addition to direct costs, labour, operating expenses, and competition, what criteria will you use to weigh your pricing strategy? How will you score the product?



MAPPING ASSUMPTIONS

When do your products sell? How many units are sold? When do your customers pay you? Remember your capacity.



SPENDING MONEY

TEAM

What skill-sets are needed for your business to succeed? In whom will you find these skills? Are they advisors, employees or contractors? What and when will you pay them? How will you find and keep them? How much do you pay yourself?



SPACE + OPERATIONS

What type of space do you require? Will parking and/or storage be necessary? What additional operating costs will your business incur? Consider bank fees, insurance, parking, cell phones, maintenance, security and supplies.



MARKETING + SALES

What marketing activities are essential to backing up the revenue projections you've mapped above? Remember to account for each stage of the marketing and sales funnel.



ADDITIONAL EXPENSES

Make sure you're covered. What other expenses do you need to budget for? Think along the lines of loans (interest and principal), contingency funds, travel, fundraising, membership and association fees, and corporate-giving.



Name

Business

Date