



Pitch your Vision JR.

Lesson 2

Business Plan Basics



JA
South Western
Ontario

Member of
JA Canada

Business Model Canvas

A **Business Model Canvas** is a written layout of what a business does and how it makes money

Business Model Canvas		
Target Market The most likely customer is: 	Product The business will sell: 	Resources To make the product, we will need: Materials and supplies will come from: 
Promotions The business will be promoted by: This will be effective because: 	Team This business is owned and operated by: and will need support/advice from: 	Locations Sales will take place at: because: 
Expenses The cost to produce one product will be: Other expenses the business will have are: 	Price The price of one product will be: This price was chosen because: 	Profit Profits from this business will be used to: 



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Helps the business owner:

- **Think** about what they need to do to succeed
- **Plan** enough time to prepare materials
- **See** if they will make money
- **Describe** the business to others

Reflections

1. What was the most fun or exciting part of making your business plan/ business model canvas?
2. What was the hardest part?
3. Do you feel more confident about your idea after starting/ completing a business plan? Why or Why not?

