

Grasshopper Academy

Developing a Business Plan
Brainstorming Your Business Plan



Business Plan Brainstorm Worksheet

Business Name _____ Date _____

Why is your business uniquely qualified to succeed?

Compared to our competitors... (Check all that apply)

- We have a better product
- We offer superior customer service and care
- Our prices are lower
- Our solution solves more of our customers' problems
- Other: _____

Where do you want your business to go?

What will your business look like in 5 years? 10 years?

How will it grow and evolve? My business will... (Check all that apply)

- Become the market share leader
- Diversify our product offering
- Continually improve our product line
- Capture the high-margin segment of our market
- Other: _____

What greater purpose are you working toward?

Who are your customers?

Describe your target consumer:

(Hint: If you complete Course 1 – Creating a Business Idea, you’ve already answered this question.)

How will you reach these people? (Check all that apply)

- Traditional print media:** magazines, newspapers, direct mail, etc.
- Social and earned media:** Facebook, Twitter, LinkedIn, Instagram, Pinterest, etc.
- Traditional sales:** cold calling, door-to-door sales, etc.
- Paid digital advertising:** banner ads, pop-ups, social promotion, pay-per-click, etc.

How much are they willing to pay for your product?

What about employees?

Will you hire employees from the start?

What will your hiring needs be? (Check all that apply)

- Administrative
- Financial
- Marketing / Advertising
- Web design / Development
- Operations
- Engineering
- Other: _____

What skills and knowledge will complement your own?

How many locations?

What will your expansion strategy be? (Check one)

- Saturate the local market, then expand out
- Establish a small presence in each state
- Focus on a few shops and license your name
- Something else: _____

What level of revenues and profits do you foresee?

Best case: _____

Moderate: _____

Worst case: _____

Bonus

Take a first crack at writing out your mission statement:
