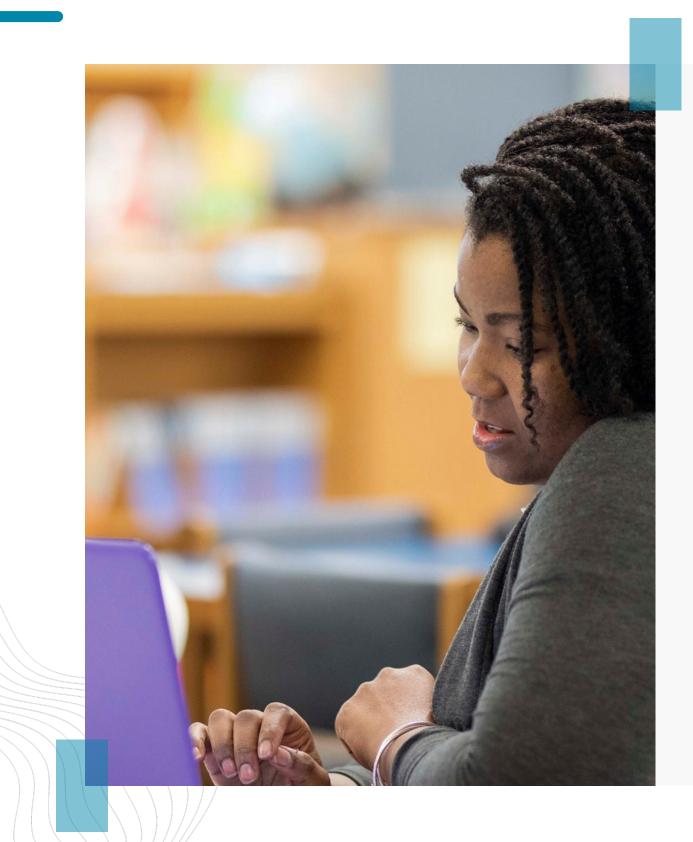
DEFINING YOUR MARKET

W W W . S T A R T M E S P A R T A N B U R G . C O M





Week Three **Defining Your Market and Your Value Proposition**

- worksheet.
- Understanding your business' value.

• Begin completing the business plan on a page

• Market and customer identification.



ONE PAGE BUSINESS Plan

Who We Are	Wha
Why does your business exist (purpose/mission)? What makes you uniquely qualified to run your business?	What challeng
Who We Sell To Who does/will buy what you sell? Who are they- where do they live, what age range, what do they look like?	How much (in
How do customers learn about your business?	How much mo

nat We Sell/ Why is it Needed

What do/ Will you offer?

nge/problem/unmet need does it solve for your customer?

How Much Money?

in \$) do you project to sell by the end of this year?

noney do you need to start/grow your business?

Who We Are (Compnay Description/Qualifications)

- Description of what you do
 - Time in business
 - Team members and experience
 - Differentiation from competitors

What We Sell **Products and Services Offered**

> Core product(s) and/or service(s)

• Need you solve

• Value your solution provides • Way your offering is delivered

Who We Sell To (Your Customers/Market)

- Ideal Customers • Common traits of ideal customers • How you reach
- customers • Knowledge of industry,
- market and competitors)

Week Three Homework



Continue to work on your one page business plan.

To access online materials and PowerPoints, use the QR code and password "imallin".



