



DEFINING YOUR MARKET

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■ Week Three

Defining Your Market and Your Value Proposition

- Begin completing the business plan on a page worksheet.
- Market and customer identification.
- Understanding your business' value.

ONE PAGE BUSINESS **Plan**

Who We Are

Why does your business exist
(purpose/mission)?

What makes you uniquely qualified to run your business?

What We Sell/ Why is it Needed

What do/ Will you
offer?

What challenge/problem/unmet need does it solve
for your customer?

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 do customers learn about your business?

How Much Money?

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

How much money do you need to start/grow your
business?



Who We Are
(Company
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

01

Continue to work on your one page business plan.

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

