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How to Write a Value Proposition Business Strategy Bootcamp (Episode 7) WORKSHEET

Your task is to answer the questions below.

STEP 1: Revenue Stream. Write down the revenue stream you identified last week as the best potential to create value for your business.

STEP 2: Target Market.

Describe your target market. Who is going to buy your good or service?

Do some internet research. How many people make up your target market? _____

How much money do they spend annually on similar goods or services? _____

STEP 3: Percentage of Target Market to Capture.

How many customers are you currently serving? _____

How much revenue are you currently generating? _____

How much of this market (percentage and number of individuals) can you realistically capture?

STEP 4: Revenue.

Describe the value you are creating for the customer? _____

What price per unit are they willing to pay for that value? _____

How many units per customer and how often will customers make a purchase per year?

STEP 5: Cost.

How much does it cost to run your business each year? This should include the variable cost to produce your good or service as the customer base increases, as well as growing overhead costs? Do not get too detailed here. The goal is to get an estimated overall number.



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STEP 6: Profit.

Fill in the equation to find your profit.

Revenue at target market % _____

Cost at target market % _____

Profit at target market % _____

STEP 7: Investment

What will it take in terms of investment to get your organization to capture the target market percentage? What investment of time, resources, supplies, people, promotions, marketing, capital investments will be needed? Describe the type of investment?

Describe the cost of the investment?

With the Profit you anticipate at the target market %, is the investment worth it?
