

Business Name

Full Name

<p>1. Key Propositions</p> <p>What is your product or service's unique value and how it solves customer problems or improves their situation. Describe the specific benefits of your offer.</p> <ul style="list-style-type: none"> • What value do you deliver to your customer? <ul style="list-style-type: none"> ○ Think about what problems your customer faces and how your product/service solves that problem. ○ Give details as to how it works and why there is a demand for it right now. • Why will customers buy from you? • Why is your solution better than what's already out there? • Does your solution already exist? If so, why is it better? 	<p>2. Key Activities</p> <p>Consider the important activities required to deliver your value proposition. This could include manufacturing, problem-solving, or platform management.</p> <p>Thinking about the product/service...</p> <ul style="list-style-type: none"> • What are the most important things you need to do to make your business work? <ul style="list-style-type: none"> ○ Think about what goes into making your product/service. • How does this contribute to your product/service's success? <p>Thinking about the business...</p> <ul style="list-style-type: none"> • What activities outside making your product/service are important for the running of the business? <ul style="list-style-type: none"> ○ Think about how you will get your product/service into the hands of customers. 	<p>4. Key Partners</p> <p>List important partnerships like suppliers, manufacturers, or business alliances. Describe how these partnerships help your business (e.g., finding customers or acquiring resources).</p> <p><i>For example, one of your key partners will be 10TH Bridge. 10TH Bridge is a key partner who will be providing backend services (such as accounting and HR) as part of the partnership.</i></p> <ul style="list-style-type: none"> • Who are your key partners? <ul style="list-style-type: none"> ○ Why are they important to your business? ○ What benefits does a partnership bring? • What activities or resources will they support with? • Do your partners expect anything in return from the business? 	<p>5. Customer Segments</p> <p>Who are the different groups of people or organisations your business aims to reach and serve. Why do they need your product or service and what is the specific value it offers them.</p> <ul style="list-style-type: none"> • Who are your target customers? <ul style="list-style-type: none"> ○ Describe who they are. Are they male or female? How much money do they make? Where they live? Their habits? ○ Why would they like your product/service? • Do you understand your target customers? If so, what do you know about them and how they buy/use products/services in your market? 	<p>6. Customer Relationships</p> <p>Describe how you will interact with customers. Will it be in person or online? How will you reach out to make first contact? How will you maintain contact?</p> <ul style="list-style-type: none"> • Where and how is the business introducing itself to customers? • How are you maintain relationship online? What tools or platforms will you use? What examples can you give?
	<p>3. Key Resources</p> <p>Identify the physical, intellectual, human, or financial resources necessary for your business. Think about what resources are needed for your value proposition, channels, customer relationships, and revenue streams.</p> <p>Thinking about the product/service...</p> <ul style="list-style-type: none"> • What resources does your product/service need? <ul style="list-style-type: none"> ○ What are the key materials that go into making your product/service? ○ Think about where they come from and why they are an important resource. <p>Thinking about the business...</p> <ul style="list-style-type: none"> • What does your business need to start running? <ul style="list-style-type: none"> ○ What key tools and equipment does the business need? 			<p>7. Channels</p> <p>Determine how you will reach your customers. Where are you marketing to them? How is your product/service reaching them?</p> <p>Examples of channels include phone calls, email, in-person, messaging apps, video calls, social media, or online communities.</p> <ul style="list-style-type: none"> • Think about what is connecting you and the customer together? • What channels will you use? What are you customers using?
<p>8. Revenue Streams</p> <p>Describe how your business will make money (sales, renting, subscription fees, etc.). Explain your revenue model, pricing tactics, and identify which revenue stream you expect the most revenue to come from.</p> <ul style="list-style-type: none"> • List the different ways your business will make money. • Think about what your competitors are doing? Are you doing the same, more, or something new? • Think about the best ways to sell to your customers. How do they prefer to buy products/services? • What will generate the most revenue? 		<p>9. Cost Structure</p> <p>Outline the main costs involved in operating your business. Understand which key resources and activities are most expensive and how they are linked to your revenue.</p> <ul style="list-style-type: none"> • What does your product/service cost to make? Can you break down the different aspects? • Beyond making your product/service, what other costs will your business have? • Where will most of the costs of your business come from? • Think about what you've listed in Key Activities & Resources. Which Key Resources/Activities are most expensive? 		

Business Name

John's Ice Cream Company

Full Name

John Smith

<p>1. Key Propositions</p> <ul style="list-style-type: none"> • My business will provide customers with organic artisanal high-quality ice cream. This provides value to food conscious customers who care where their food comes from and how it is prepared. • Currently there are a lot of premium ice creams which are ultra-processed and rely on very similar flavour profiles. This business will be different in that it won't compromise on quality and rely on ultra-processing. • We will use creative flavour combinations not commonly found in existing ice cream shops and supermarkets alongside national favourites. • Customers will buy our ice cream for the high-quality ingredients and new flavours. • Customers will trust our brand as an organic and high-quality ice cream business. 	<p>2. Key Activities</p> <ul style="list-style-type: none"> • Establish branding (logo, website, and register social media names) • Find suppliers for ice cream ingredients. • Making ice cream and freezing it. • Experimenting with new flavours. • Sales outreach to cafes and restaurants. Including providing tasting samples. • Market our business and provide samples in public spaces e.g., kiosks and market stalls. • Attend food events such as conventions and festivals to increase awareness of our business and its product. • Posting/delivering ice cream orders. <p>3. Key Resources</p> <ul style="list-style-type: none"> • Commercial kitchen premises pre-fit with ice cream-making equipment. <ul style="list-style-type: none"> • We would look to start in a hire kitchen to make ice cream 2 days a week. As sales increase, we would look for a full-time kitchen. • Refrigerated storage unit. <ul style="list-style-type: none"> • This would be small initially to store ice cream stock. • Ingredients <ul style="list-style-type: none"> • Source organic dairy farms to source cream. • Source high-quality organic suppliers of non-dairy ingredients. • Source environmentally friendly packaging • One full-time member of staff (this would be me). 	<p>4. Key Partners</p> <ul style="list-style-type: none"> • 10TH Bridge is a key partner who will be providing backend services (such as accounting and HR) as part of the partnership. This would reduce administrative tasks and allow full focus on the day to day of the business. • Dairy farm (Jerry's Dairy Farm). They would be an important partner and we would look to gain a favourable price on cream by committing to a long-term partnership. Jerry's Dairy Farm also as an industry reputation of high-quality organic cream. • Non-dairy suppliers. We would form relationships with reliable suppliers who source high-quality ingredients such as CJ Wholesale – a product wholesaler. • We would become members of key associations and food events to continually raise awareness of our brand and its products at annual events. An example would be the Speciality & Fine Food Trade Show in London where are able to meet our B2B customer segment and make sales. 	<p>5. Customer Segments</p> <p>B2C (business to consumer)</p> <p><u>General ice cream fans</u></p> <ul style="list-style-type: none"> • The same flavours are available in most places. Our new flavours would provide a change to frequent ice cream eaters who are looking for something new. • The age of this demographic varies and can be from children up to the elderly with varying incomes. <p><u>Food conscious customers</u></p> <ul style="list-style-type: none"> • These are customers who care about where their food has come from and how it's been processed. These customers would look specifically for products like ours which are not ultra-processed and are willing to pay a premium for it. • These customers age range from 25 up to 60. Tend to have larger disposable incomes than the average person and live in large cities such as London, Manchester, and Birmingham. <p>B2B (business to business)</p> <p><u>Hospitality (cafés/restaurants)</u></p> <ul style="list-style-type: none"> • There are a growing number of hospitality businesses who cater to the same B2C segments as us. These businesses are a great way of reaching our B2C segments as well as build a following among organic high-quality hospitality businesses. <p><u>Independent/high-quality retailers</u></p> <ul style="list-style-type: none"> • Such retailers have become popular in recent years with more organic and high-quality food retailers opening. Similar to independent coffee shops, we share the same values when it comes to sourcing food and also share the same target markets. E.g., Wholefoods and Bens Grocers. 	<p>6. Customer Relationships</p> <p>B2C customers</p> <ul style="list-style-type: none"> • I will maintain contact with customers through social media (TikTok, Instagram, and Facebook) The business will have a content calendar which shares new and upcoming flavours as well as posts about any events or market stalls we attend. I will also have email newsletter updating customers with new flavours and offers which will maintain brand awareness and generate hype for upcoming flavours. <p>B2B customers</p> <ul style="list-style-type: none"> • I will maintain contact through newsletters, check in for feedback and occasionally pop by in person or post samples. We will also use LinkedIn to post content that can reach our B2B customers where business owners/employee. <p>7. Channels</p> <p>Our B2C customer segments will be reached through email, and social media. They may come reach us through our kiosks or market stalls. Our main social media channel will be Instagram, TikTok, and LinkedIn where our campaigns will reach our customers and generate sales.</p> <p>For B2B customer's we will rely on LinkedIn and email as well as make physical visits to ask their views and provide samples.</p> <p>It is common in the food space to work with your B2B customer to reach the B2C customer. This is usually done through kiosks in the B2B's store. This is another important channel for us as it allows us to actively market our product within stores.</p>
<p>8. Revenue Streams</p> <p>Direct Sales</p> <p>B2C: Online orders - we will have an online store available for customers to order ice cream directly from us.</p> <p>Pop-up kiosks - our pop-ups will be another method of direct sales to reach our segments. This targeted approach would allow us to place kiosks in locations where the demographic is similar to our customer segments.</p> <p>B2B Sales – we see the largest volume of sales coming from this stream as we expect bulk orders from B2B customers.</p> <p>Hospitality businesses - as demand among B2C customers Increases, we will see demand from this segment. We could also offer a discount If they name our business alongside our ice cream in the menu.</p> <p>Retailers – we would supply our products to retailers and expect bulk orders from them.</p> <p>Events</p> <p>Catering - We see both B2B and B2C segments ordering our products for events. This stream has the potential to generate a lot of revenue in late spring/summertime.</p> <p>Food festivals – setting up stalls at food festivals will generate revenue as well as increase our brand awareness in the food space.</p> <p>Subscription</p> <p>We will use a subscription model for customers who want regular deliveries of ice cream. We will also set up a subscription for mystery box subscription where we randomly send ice cream flavours.</p> <p>Future revenue streams: as we grow and expand more revenue streams will open up e.g., licencing our flavours, and selling our ingredients. There is also potential to open our own ice cream parlours.</p>		<p>9. Cost Structure</p> <p>Production of ice cream will be our highest cost. A breakdown of production costs:</p> <ul style="list-style-type: none"> - Ingredients (milk, non-diary ingredients e.g., fruits and chocolates) - Kitchen & Freezer Storage Hire (this will likely be our largest cost within production despite only hiring the kitchen for a number of days) - Packaging & Packaging Design (as we are introducing flavours for limited times, there will be regular design costs) - Research & Development – costs associated with trialling flavours. <p>Distribution</p> <ul style="list-style-type: none"> - Car Hire (for deliveries we do ourselves) - Delivery partners <p>Marketing</p> <ul style="list-style-type: none"> - Social Media campaigns - Samples - Kiosk hire <p>Insurance</p> <ul style="list-style-type: none"> - Liability insurance <p>Trade shows/festivals</p> <ul style="list-style-type: none"> - Admission fee - Hire of stalls 		