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|  | WHOW Organization  [info@whownetwork.org](mailto:info@whownetwork.org)  918-401-0771 | A close up of a logo  Description automatically generated |  |
| Crystal’s Lemonade Stand Business Plan | | | | |

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| Problem |
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* What problems are people facing? List their top 3 frustrations.

1. Thirsty
2. Dehydrate
3. Quick

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| Solution |
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How will you solve these problems? Write down a solution for each problem

1. Providing my quality homemade lemonade.
2. Lemonade has electrolytes and low calorie
3. Keto Friendly
4. Available in local gas stations for easy and quick access.

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| Unique Value Proposition |
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Crystal’s Lemonade Stand offers quick access to keto friendly delicious lemonade.

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| High Level Concept |
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Keto Friendly lemonade product.

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| Existing Alternatives |
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* How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

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| Unfair Advantage |
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* What separates you from competitors? What makes you ahead of the pack?

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| Channels |
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* How will you reach your target consumers?
* Direct marketing, social media, ads, partnerships —
* identify the effective
* ways to reach them.

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| Customer Segments |
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* Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

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| Early Adopters |
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* What are the specific characteristics of your
* early adopters?

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| Cost Structure |
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* What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

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| Revenue Streams |
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* What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

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| SWOT Analysis |
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* Strengths
* Weakness
* Opportunities
* Threats/Trends

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| ProducT |
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* + Brand
  + Features
  + Packaging

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| --- |
| Price |
| * + Price   + Discounts   + Bundling deals   + Credit terms |

* + Price
  + Discounts
  + Bundling deals
  + Credit terms

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| Promotion |
|  |

* + Ads
  + PR
  + Social Media
  + Email
  + Search Engine
  + Video

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| --- |
| Place |
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* + Stores
  + Website
  + Online
  + Marketplace

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| Marketing |
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* + Social media post and ads
  + Email marketing
  + Promotional video
  + Press Release

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| Strategy |
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Demographics

Needs

Buyer's Journey

Buying Roles

Objections

Channels

Goals and Responsibilities

Frustrations

Sources of information