



Business Canvas: Group Coaching Session

Sustainable Growth - Optimizing Business Operations



SMART Goal & Commitments – from Aug. 8 session



Please develop a SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goal for the efforts you are putting into these sessions. For example:

- Use content shared and coaching sessions over the next 11 months to improve our business's sales and profit margin

Based on everything you learned today what are 1 to 2 commitments you can make? For example:

- Share the business canvas with at least two others at my ESE
- Fill out the left side of the business canvas
- Work through an unclear area of the business canvas with a peer

The Impact Canvas from Impact Strategy Advisors, 2014

Anchor Purpose

Your answer goes here...

Key Partners		Key Activities		Value Proposition		Customer Relationships		Key Customers	
Your answer goes here...		Your answer goes here...		Your answer goes here...		Your answer goes here...		Your answer goes here...	
		Key Resources				Customer Channels			
		Your answer goes here...				Your answer goes here...			
Costs					Revenue				
Your answer goes here...					Your answer goes here...				
Key Differentiator					Magnitude				
Your answer goes here...					Your answer goes here...				

The Impact Canvas

Anchor Purpose

1. Why do you exist? What are you on a mission to achieve, and for whom?

Ensure all justice impacted parents in Chicago have the skills, access, agency, and connections to lead and nurture their families

Venture Name:
**RENEW
LANDSCAPING
INC**
Date:

Key Partners

9. Which partners will increase your ability to reach, convert, and deliver value to your key customers?

Which partners will allow you to operate your business?

Botanic Garden + Conservatory (training + internships)

social service agencies / parole office

Youth center (childcare)

Key Activities

7. What key business activities and tasks must your and your team complete on a consistent basis to deliver value to your customers and operate your business?

training, product dev, sales, seasonal inventory

greenhouse, design tech, transpo

Value Proposition

3. What problem do you solve for your key customers? What additional value do you offer them that they could not achieve without you?

Consistent Landscaping / lawn maintenance and design

On-trend design consultations for all Chicago seasons

Customer Relationships

5. How do you convert, retain, and grow your key customers?

consult + regular service reporting via online platform

Word of mouth

referral program

local fb groups

Key Customers

2. What is the profile of your target customers? Be descriptive and specific. What shared qualities do they have?

Homeowners in Chicago with a front and back lawn

Chicago businesses with

Design-conscious homeowners in Chicago

Resources

8. What resources, tangible and intangible, are critical for your business to deliver value to your customers and operate your business?

Customer Channels

4. How do you reach your target customers?

Costs

10. What are your key cost drivers?

staff (wages) + inventory / raw materials (COGS) + overhead

Revenue Model (per cohort)

6. Describe your revenue model - how does your company make money, and with what margin?

\$150/month seasonal maintenance

\$1k - \$5k / custom consult

\$20 - \$150/retail product

Key Differentiator

* How is your business competitive relative to others in your market? What advantage do you have over existing/potential new players (this is different from value proposition)?

focus on urban conservation / biodiversity
one stop shop access
year - round service provider

Magnitude

* How big is the social problem you are trying to address (impact market)? What size of the market do you believe you can capture?

Increase family income 2x within 6 months

Group Coaching Session Today

- Group Check-in
 - Share your SMART Goal, if you created one.
 - How did you do completing your Business Canvas Model?
- Individual Case Examples
 - Share your business canvas model.
 - Where do you need additional feedback or support?
 - Feedback from peers and consultants