



How to prepare your submission

You will need to prepare:

One pdf document that expands on the key aspects in your lean canvas. Any financial models or charts should be embedded, and the document should be about 10-12 pages for a full business plan submission, and 3-5 pages for a lean canvas and executive summary submission.

Now that you've created a Lean Canvas to capture your business model, it's time to take those key aspects and expand on them.

-Here's a rough guideline of what your document should include:

Concept Summary: What is it? What does it do and how? Who is it for? What are the outcomes or benefits to using it?

Customer Segments: Who are your primary and (if applicable) secondary target customers?

What do they want to achieve? (jobs) What are the gains sought, pains reduced and why? (motivations).

Provide a brief profile of these customers. Who are they? When and where do they buy and use this type of good or service? How do they buy and use this type of good or service?

What evidence do you have that the problem you are addressing is real and important?

Value Proposition: What do you offer your target customers? What evidence do you have that your target customers value what you offer?

Why is this feasible? Provide evidence.

Why is this better than competitive offerings?



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- Key Activities/Revenue:** What is your business model?
- What key activities are involved? What is required to do those key activities well?
- What are the revenue streams?
- Marketing Strategy:** Identify customer relationships and channels
- How will you set your value proposition in front of your customers in a way that motivates purchase or adoption?
- Key Partners:** Why is your team in a good position to take advantage of this opportunity?
- What skill or resource gaps exist and how will you fill them?
- What other partners are needed to create and defend your value proposition?
- Finances:** What margins are you expecting?
- Identify cost structure vs price point acceptance (provide evidence where possible).
- What volume are you expecting? What is your sales forecast and rationale?
- What are your financial projections? Cash Flow? Profit?

All charts, graphs or supporting materials should be embedded in your document.

Questions? Contact: icpoc@uvic.ca