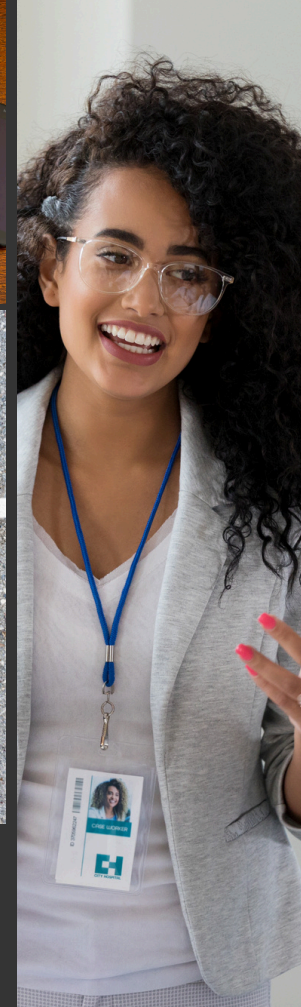





**MILLI GOULD
ENTREPRENEURIAL CENTRE**




**YWCA
HAMILTON**




FIRST DAY OF BUSINESS PLANNING

CONTENT PREPARED BY RENE MORRISON

THIS WORKBOOK WILL HELP YOU:

- IDENTIFY what a Clarity of Offering is and how it can be used in business
- TEACH you how a Clarity of Offering can help build relationships and develop leads
- DEVELOP a simple and memorable message to start a conversation



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada

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What is a Clarity of Offering?

"If I had to name the single characteristic shared by all truly successful people I've met over a lifetime, I'd say it is the ability to create and nurture a network of contacts."

- Harvey Mackay, Dig Your Well Before You're Thirsty

Every business has an ultimate purpose. Your Clarity of Offering is a clear, concise statement which communicates that purpose. It is based on your vision for the future and your philosophy of doing business. Your clarity of Offering should include information such as:

- The services or products you offer
- The core purpose and direction of your company
- The problems you solve
- Your focus or market
- The uniqueness of your company

Your Clarity of Offering should be short and focused. It should provide the essence of what you do while at the same time motivate the listener to learn more about your business. Remember to keep specific trade jargon out of your statement. Your Clarity of Offering needs to be understood by people outside of your field.

The clarity can be used in the following situations to introduce your business:

- As the beginning of your cold calling script or sales presentation
- Statement used in person
- In your business plan
- Networking
- Speaking potential
 - Customer
 - Competitor
 - Supplier
 - Banker

Clarity of Offering Assignment

Write a clarity of offering for your business. The statement should include:

- Who you are
- Your company's area of expertise
- Company specialty or focus
- Key benefit of using your product or service or the reason for contact

Examples: My name is _____; My company (insert company name) specializes in providing a "system approach" to solving customer's needs, which results in significant cost savings to the customer.

Simply Smart Tutoring is a tutoring service that helps high school students achieve better marks in English and other Social Science courses by improving their, reading, writing, and critical thinking skills.

Once you have drafted your own clarity of offering, present it to a colleague for feedback.



My Clarity of Offering

My Name Is:

My Company:

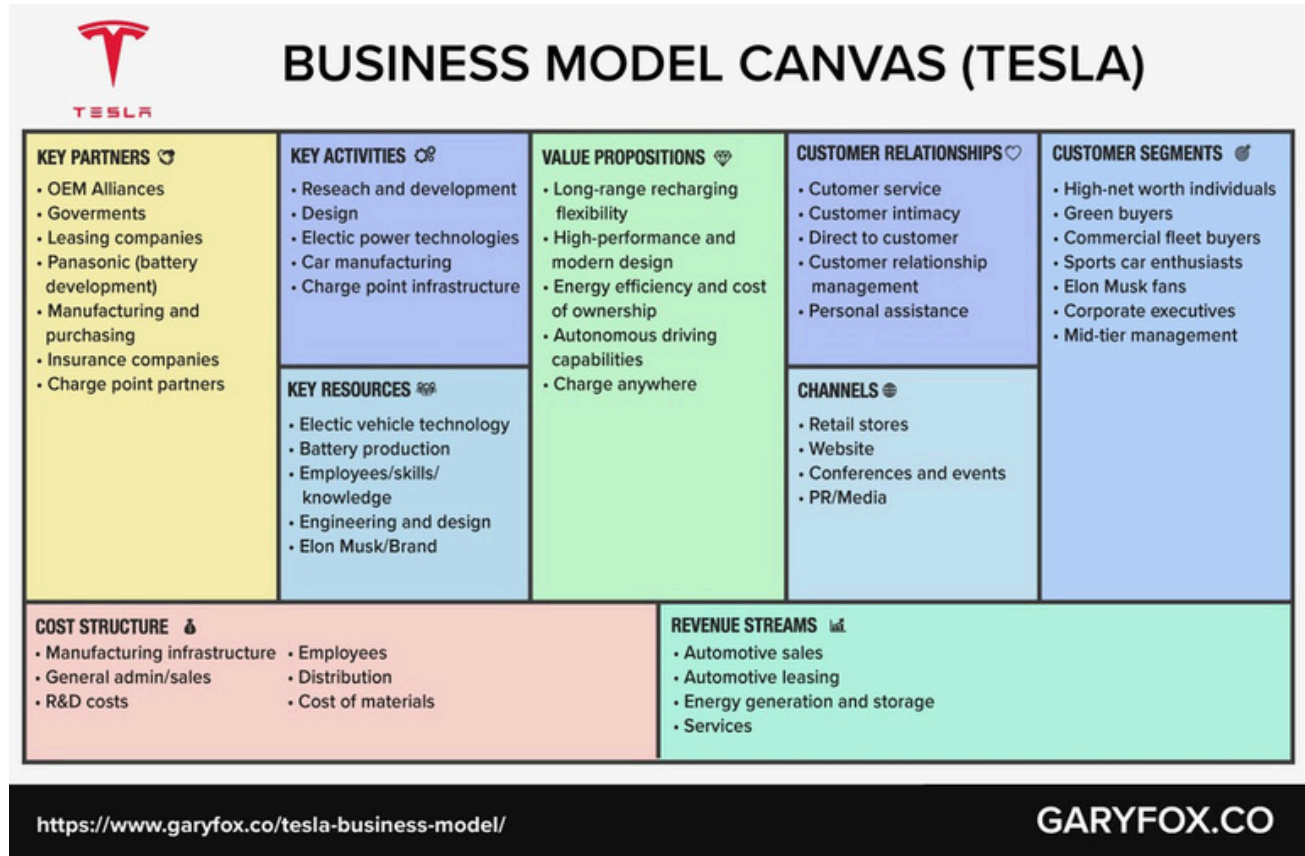


Air BNB Business Model Canvas Sample

 AIRBNB BUSINESS MODEL		NOW GO INNOVATE  GARYFOX.CO		
KEY PARTNERS <ul style="list-style-type: none"> • Hosts • Hotels • Experience providers • Corporate travel partners • Travel managers • Investors/ Venture Capitalists • Lobbyists • Photographers • Maps • Cloud hosting - AWS 	KEY ACTIVITIES <ul style="list-style-type: none"> • Platform and technology development • Sales and marketing • Maintaining trust and brand reputation • Customer service/ experiences • Partner management 	VALUE PROPOSITIONS <p>HOSTS</p> <ul style="list-style-type: none"> • Income generation • Ease of listing • Calendar, booking system • Access to photographers <p>GUESTS</p> <ul style="list-style-type: none"> • Low cost accommodation • Variety of choices/ locations • Variety of prices/budgets • Unique options <p>HOTELS</p> <ul style="list-style-type: none"> • Access to guests • Booking system <p>EXPERIENCE PROVIDERS</p> <ul style="list-style-type: none"> • Income from guests • Platform/system 	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none"> • Self-service • Own the relationship • Trust through verification • Tailored • Manage bad behaviour and risks 	CUSTOMER SEGMENTS <p>GUESTS</p> <ul style="list-style-type: none"> • business travel guests • leisure travel guests <p>HOSTS</p> <ul style="list-style-type: none"> • Room unit/condo/house • House owners * Country/city/suburban/ city <p>EXPERIENCE PROVIDERS</p> <ul style="list-style-type: none"> • Specialists * Tour companies <p>PHOTOGRAPHERS</p> <ul style="list-style-type: none"> • Freelance photographers <p>HOTELS</p> <ul style="list-style-type: none"> • Independent hotels • Hotel groups
COST STRUCTURE <ul style="list-style-type: none"> • Cost of acquisition • Weighted average cost of capital • R&D platform • Payment processing 		REVENUE STREAMS <ul style="list-style-type: none"> • Service fee per transaction • Hosts commission charge • Hotel commission charge • Experience commission charge 		



Tesla Business Model Canvas Sample



Business Model Canvas Sample

Project Name				
Key Partners 7	Key Activities 8	UVP 1	Customer Relationships 4	Customer Segments 2
Joint Ventures Strategic Alliances Partners & Suppliers Who helps you?	Problem Solving Production Workshops Consulting What you do?	Value Proposition Single, clear, compelling message that states why you are different and worth paying attention to. How you help?	How you interact?	Target Customers Who you help?
	Key Resources 6		Channels 3	
	\$ Cipo Equipment People What you need or have?		Path to Customers How to deliver the segments?	
Cost Structure - What you Pay? 9 Costs, expenses to operate Fixed and variable costs Hosting, product, people		Revenue Streams 5 Revenue Model Sales Forecasting What you earn?		










My Business Model Canvas

Company Name:

Business Owner:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



Entrepreneurial Death Traps



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.