Dupaco CREDIT UNION

Lean Business Plan

1. Outline your business model

Describe what you do (product/service), and what you're really good at (competitive advantage, USP, why people buy from you).

2. List your top three competitors

Outline what do they do really well and specifically how you beat them.

3. List revenue streams

Outline which of the 80/20 brings in the majority of sales, and which of these bring contribute to the best margins.

4. Profile your best customer/target

Outline your A, B and C customers (easiest, most profitable), and why they buy.

5. Explain how you'll generate best customer leads

Describe what are you doing to encourage the ideal lead (content, SEO, social, email, web, automation, advertising etc).

6. Explain how you reduce the perceived risk of doing business with you

Outline you demonstrate authenticity, credibility and customer trust.

7. Describe the barriers to entry

Outline how you prevent new entrants or existing competitors stealing your customers, from protecting intellectual property, intellectual assets or strategic alliances.

8. Create an elevator pitch

Outline in 60 seconds why as a new customer I should buy from you.