

The I	Market	б <u>-</u> О- ті	he Problem it !	Solves	Product or Service	Costs
Home Owners within 5km			Most people don't have full time gardeners, so I will		There are no real	N Sal
Buyer	Persona		s service in which I will swe ck up dog poop every day		service costs as it is	
Own or rent			No 1100		- only me going to	
With 5km ra	dius 00	- M	ly Busines	ss Idea	people's yards on my bicycle, with	
		10 100000			mu broom and	
No full-time		- Yo	ard Swe	eping	poop-scoop.	
 Have at leas Drive a nice 	1000		Business Na		Total Unit Cost	•
			The Yard Guy	Ø	Sell Price	50
	th Fore		Mr. Yard Sweepe		Unit Gross Profit	50
Units Forecast		0 20	Mr. Yard Cleane		Units Sold per Month	20
Unit Sell Price	50 5	0 50	Mr. Yard		GROSS PROFIT	1000
TOTAL SALES	1000 100	001000			Monthly Overhead	Costs
Unit Cost	0	0 0	My Busine	ss Logo		2
TOTAL COSTS	0	0 0		land One	Again, it is only me, living at home,	
GROSS PROFIT	1000 100	0 1000		Yard Guy	so no real overhead	
OVERHEADS	0	0 0	Mobile:	+27 72 350 1842	costs.	<u> 비 기위</u>
NET PROFIT	1000 100			ARM PROPERTY	TOTAL OVERHEAD	0
CUMULATIVE NET PROFIT	1000 200	3000	Afr?B?z Starting Your Small B		Copyright 2020 AfriBizKid	1000



Test your small business idea using this 'My Business Idea' idea brainstorming tool. On just one page you can create a simple plan and test the feasibility of a business idea. Click on the image below to download the PDF of 'My Business Idea' and start testing your small business idea.





The Market	The Problem it Solves	Product or Service Costs
Buyer Persona		
V	- My Business Idea -	
× •	Product or Service and D	
Contraction and the second	Business Names	Total Unit Cost
1		Sell Price
3-Month Forec		Unit Gross Profit
Month 1 Month Units Forecast	2 Month 3 Un	its Sold per Month
Unit Sell Price		GROSS PROFIT
TOTAL SALES		Monthly Overhead Costs
Unit Cost	My Business Logo	
TOTAL COSTS		
GROSS PROFIT		
OVERHEADS		
NET PROFIT		TOTAL OVERHEAD
CUMULATIVE		NTHLY NET PROFIT
NET PROFIT	Starting Your Small Business	Copyright 2020 AfriBizKid

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Step # 1

- 1. Download the PDF version of the 'My Business Idea' Idea Brainstorming tool (see the URL below)
- 2. Print out the document and have a pen and pencil ready to use when completing the tool





The Market	The Problem it Solves	Product or Service Costs
Buyer Persona V		
Ø <u></u> 00	- My Business Idea -	
ø	Yard Sweeping	Desire to
V V	Business Names	Total Unit Cost
**************************************		Sell Price
3-Month Forec		Unit Gross Profit
Month I Month Units Forecast	2 Month 3	nits Sold per Month
Unit Sell Price	HE CONTRACTOR	GROSS PROFIT
TOTAL SALES		Monthly Overhead Costs
Unit Cost	My Business Logo	
TOTAL COSTS		
GROSS PROFIT		
OVERHEADS		
NET PROFIT		TOTAL OVERHEAD
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Step # 2

1. Add the idea you have come up with in the middle of the 'My Business Idea' Idea Brainstorming Tool





The Market	The Problem it Solves	Product or Service Costs
Duyer rersont	Most people don't have full time gardeners, so I will offer a service in which I will sweep people's yards every day of the week.	
«	My Business Idea -	
x	Yard Sweeping	
	Business Names	Total Unit Cost
		Sell Price
3-Month Forecast		Unit Gross Profit
Month I Month 2 Month Units Forecast	3 Ur	its Sold per Month
Unit Sell Price		GROSS PROFIT
TOTAL SALES		Monthly Overhead Costs
Unit Cost	My Business Logo	
TOTAL COSTS		
GROSS PROFIT		
OVERHEADS		
NET PROFIT		TOTAL OVERHEAD
	Starting Your Small Business	Ocopyright 2020 AfriBizKid

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Step # 3

1. In the box 'The Problem it Solves . . .' explain in a short paragraph exactly how your product or service solves a much needed service, and why people would be prepared to pay for it



Afr	?	B	?z	K?c	
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The Market	The Problem it Solves	Product or Service Costs
Buyer Persona	Most people don't have full time gardeners, so I will offer a service in which I will sweep people's yords every day of the week.	
۲ ۲	- My Business Idea -	
Ø	Yard Sweeping	
de la companya de la	Business Names	Total Unit Cost
	The Yard Guy	Sell Price
3-Month Foreca		Unit Gross Profit
Units Forecast	Mr. Yard Cleaner	its Sold per Month
Unit Sell Price	Mr. Yard	GROSS PROFIT
TOTAL SALES		Monthly Overhead Costs
Unit Cost	My Business Logo	
TOTAL COSTS		
GROSS PROFIT		
OVERHEADS		
NET PROFIT	CONST CONTRACTOR OF THE OWNER	TOTAL OVERHEAD
CUMULATIVE		NTHLY NET PROFIT
NET PROFIT	Starting Your Small Business	Copyright 2020 AfriBizKid

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Step # 4

- 1. Come up with FOUR options for a name for your business
- 2. Ask a few people what their thoughts are around the names you have chosen, and get their opinion on which they think is best suited for what you are doing





The Market	The Problem it Solves	Product or Service Costs
Buyer Persona	Most people don't have full time gardeners, so I will offer a service in which I will sweep people's gards and pick up dog poop every day of the week.	
V	- My Business Idea -	
×	Yard Sweeping	
	Business Names	Total Unit Cost
3-Month Forecast	The Yard Guy	Gross Profit
Month 1 Month 2 Mor Units Forecast	oth 3	nits Sold per Month
Unit Sell Price	Mr. Yard	GROSS PROFIT
TOTAL SALES	My Business Logo	Monthly Overhead Costs
TOTAL COSTS	The Yard Guy	
OVERHEADS	Mobile: +27 72 350 1842	
NET PROFIT	Starting Your Small Business	TOTAL OVERHEAD

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Step # 5

- 1. Decide on the name for your business! Well Done!
- 2. Now, spend some time on the 'My Business Logo' sketch pad to come up with a cool logo for your business (you could also get some help creating one digitally)





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NET PROFIT

CUMULATIVE

NET PROFIT

TOTAL OVERHEAD

MONTHLY NET PROFIT

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Step # 6

- 1. The the section titled 'The Market', come up with a short description of the niche market you will be servicing
- 2. Then, in 'Buyer Persona', in the bullet points provided, describe the TYPE OF PERSON you will be marketing your services to





The Market	The Problem it Solves	Product or Service Costs
Home Owners within 5km	Most people don't have full time gardeners, so I will	There are no real
Buyer Persona	offer a service in which I will sweep people's yards and pick up dog poop every day of the week.	service costs as it is
Own or rent house		only me going to
With 5km radius	- My Business ide	people's yards on my bicycle, with
		my broom and
No full-time gardener	Yard Sweeping	poop-scoop.
 ✓ Have at least one dog ✓ Drive a nice car 	Business names	Total Unit Cost 0.00
	The Yard Guy	Sell Price
3-Month Forecast	Mr. Yard Sweeper	Unit Gross Profit
Month 1 Month 2 Mon Units Forecast	Mr. Yard Cleaner	nits Sold per Month
Unit Sell Price	Mr. Yard	GROSS PROFIT
TOTAL SALES		Monthly Overhead Costs
Unit Cost	My Business Logo	
TOTAL COSTS	The Yord Own	
GROSS PROFIT	The Yard Guy	
OVERHEADS	Mobile: +27 72 350 1842	
		TOTAL OVERHEAD
	Afre Reaked we	NTHIN NET PROFIT
	Starting Your Small Business	
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Step # 7

- 1. In the section titled 'Product or Service Costs', work out the costs associated with producing your product or delivering your service (in the case above, there were no costs, as the small business owner was doing the work themselves and not paying themselves a salary, as they owned the business and would be able to benefit from the overall profits generated by the business)
- 2. Add up all the costs and put the total in the Total Unit Cost box





The Market	The Problem it Solves	Product or Service Costs
Home Owners within 5km	Most people don't have full time gardeners, so I will	There are no real
Buyer Persona	offer a service in which I will sweep people's yards and pick up dog poop every day of the week.	service costs as it is
Own or rent house		only me going to
With 5km radius	- My Business Idea -	people's yards on my bicycle, with
Ø No full-time gardener		my broom and
Whave at least one dog	Yard Sweeping	poop-scoop.
Drive a nice car	Business Names	Total Unit Cost o
	The Yard Guy	Sell Price 50
3-Month Forecast	Mr. Yard Sweeper	Unit Gross Profit 50
Month 1 Month 2 Mo	Mr. Yard Cleaner	nits Sold per Month 20
Unit Sell Price	Mr. Ye	GROSS PROFIT 1000
TOTAL SALES		Monthly Overhead Costs
Unit Cost	My Business Logo	
TOTAL COSTS	The Yord Own	
GROSS PROFIT	The Yard Guy	
OVERHEADS	Mobile: +27 72 350 1842	<u> [] [] [] [] [] [] [] [] [] [] [] [] []</u>
NET PROFIT	75	TOTAL OVERHEAD
CUMULATIVE		ONTHLY NET PROFIT
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Step # 8

- 1. Decide on a 'Sell Price', which you feel is a fair price that your product or service could sell for
- 2. Calculate the Unit Gross Profit by subtracting the Unit Cost from the Sell Price and then insert this in the Unit Gross Profit box
- 3. Estimate the number of units you will sell in a month and add this to the Units Sold per Month box
- 4. Multiply the Unit Gross Profit by the Units Sold per Month to get the total GROSS PROFIT, and then add it to the GROSS PROFIT box





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Step # 9

- 1.Add any Monthly Overhead Costs (these are costs that are not directly attributed to the production of product or the delivery of a service) and total them in the TOTAL OVERHEAD box
- 2. Subtract the TOTAL OVERHEAD from MONTHLY NET PROFIT to get MONTHLY NET PROFIT
- 3. Add this figure to the MONTHLY NET PROFIT box





The Market	The Problem it Solves	Product or Service	Costs
Home Owners within 5km	Most people don't have full time gardeners, so I will	There are no real	
Buyer Persona	offer a service in which I will sweep people's yards and pick up dog poop every day of the week.	service costs as it is	
Own or rent house		_only me going to _	
With 5km radius	- My Business Idea -	people's yards on my bicycle, with	5
du cura de la como		my broom and	
 ✓ No full-time gardener ✓ Have at least one dog 	Yard Sweeping	poop-scoop.	F
S Drive a nice car	Business Names	Total Unit Cost	•
	The Yard Guy	Sell Price	50
3-Month Forecast		Unit Gross Profit	50
Month 1 Month 2 M Units Forecast 20 20	onth 3	its Sold per Month	20
Unit Sell Price	Mr. d	GROSS PROFIT	1000
TOTAL SALES		Monthly Overhead	Costs
Unit Cost	My Business Logo	Again, it is only	1 2 4
TOTAL COSTS	The Verd Own	me, living at home,	5 1 - 60 mer
GROSS PROFIT	The Yard Guy	so no real overhead	
OVERHEADS	Mobile: +27 72 350 1842	costs.	의 모양
		TOTAL OVERHEAD	0
	Afue Deaked up	NTHLY NET PROFIT	1000
CUMULATIVE	ALL PLAND MO	NIMLI NEL PROPIL	10001

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Step # 10

- 1. Create the 3-Month Forecast by starting with the UNITS you plan to sell of either products or services over each of the three months
- 2. Insert a Sales Unit Forecast value in each of the 3 months





The Market	The Problem it Solves	Product or Service	Costs
Home Owners within 5km	Most people don't have full time gardeners, so I will	There are no real	
Buyer Persona	offer a service in which I will sweep people's yards and pick up dog poop every day of the week.	service costs as it is	
S Own or rent house	where the state of the state of the	_only me going to _	
With 5km radius	- My Business Idea -	people's yards on my bicycle, with	
No full-time gardener		my broom and	2
W Have at least one dog	Yard Sweeping	poop-scoop.	- 17
 Have at least one dog Drive a nice car 	Business Names	Total Unit Cost	•
	The Yard Guy	Sell Price	50
3-Month Forec		Unit Gross Profit	50
Month 1 Month Units Forecast 20 20	2 Month 3 20 Montrd Cleaner Un	its Sold per Month	20
Unit Sell Price 50 - 50	50	GROSS PROFIT	1000
TOTAL SALES		Monthly Overhead	Costs
Unit Cost	My Business Logo	Again, it is only	= 277
TOTAL COSTS	The Yard Guy	me, living at home,	1 9 mail
GROSS PROFIT		so no real overhead	
OVERHEADS	Mobile: +27 72 350 1842	costs.	
NET PROFIT		TOTAL OVERHEAD	•
CUMULATIVE		NTHLY NET PROFIT	1000
NET PROFIT	Starting Your Small Business	Copyright 2020 AfriBizKid	

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Step # 11

1. Carry over and insert the Sell Price you decided on using in Step # 8 and insert the value in the Sell Price box - repeat for all 3 months





	The Problem it Solves	Product or Service	Costs
Home Owners within 5km	Most people don't have full time gardeners, so I will	There are no real	1
Buyer Persona	offer a service in which I will sweep people's yards and pick up dog poop every day of the week.	service costs as it is	
Own or rent house		only me going to	
With 5km radius	- My Business Idea -	people's yards on my bicycle, with	
𝗭 No full-time gardener	NSA LIGILAN IN DEPITY	my broom and	
W Have at least one dog	Yard Sweeping	poop-scoop.	
Drive a nice car	Business Names	Total Unit Cost	•
	The Yard Guy	Sell Price	50
3-Month Forecast	Mr. Yard Sweeper	Unit Gross Profit	50
Month 1 Month 2 M Units Forecast 20 20	20 Mr. Yard Cleaner O Un	its Sold per Month	20
Unit Sell Price 50 + 50 +	50rd	GROSS PROFIT	1000
TOTAL SALES 1000 1000	1000	Monthly Overhead	Costs
Unit Cost	Business Logo	Again, it is only	- 2500
TOTAL COSTS	The Vord Curr	me, living at home,	200
GROSS PROFIT	The Yard Guy	so no real overhead	
OVERHEADS	Mobile: +27 72 350 1842	costs.	리-었
NET PROFIT	7/5	TOTAL OVERHEAD	0
CUMULATIVE	AfriBizkid Mo	NTHLY NET PROFIT	1000

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Step # 12

- 1. Calculate the TOTAL SALES by multiplying the Units Forecasted by Unit Sell Price
- 2. Insert the answer in the TOTAL SALES box repeat for all 3 months





	Market	2.	The	Problem it Solv	res	Product or Service	Costs
Home Owners within 5km Buyer Persona		m		Most people don't have full time gardeners, so I will offer a service in which I will sweep people's yards and pick up dog poop every day of the week.		There are no real	N A
		AN ONLY	and the second se			service costs as it is	
Own or ren			-			only me going to	
With 5km	adius 0	0	- MI	y Business	Idea -	people's yards on my bicycle, with	
			1			my broom and	
 ✓ No full-time ✓ Have at lea 			Ya	rd Sweel	ping	poop-scoop.	I Star
Drive a nice	1000 1000		100	Business Names		Total Unit Cost	~ •
			CR.	The Yard Guy	N	Sell Price	50
3-Mo	nth For	ecast	Π	Mr. Yard Sweeper		Unit Gross Profit	50
	Month Mo	onth 2 Mor	nth 3				
Units Forecast	20	20	20	Mr. Yard Cleaner		nits Sold per Month	20
		20	20 50	Mr. Yard Cleaner		GROSS PROFIT	20
Units Forecast [Unit Sell Price [TOTAL SALES [20 50	50		Mr. Yard		GROSS PROFIT	1000
Unit Sell Price	20	50	50			GROSS PROFIT Monthly Overhead	1000
Unit Sell Price [TOTAL SALES [20 50 1000 10	50	50	Mr. Yard M I Business L	.090	GROSS PROFIT	1000
Unit Sell Price [TOTAL SALES [Unit Cost [20 50 1000 10 0	50 000 10	50 000 0	Mr. Yard M Business L	ogo d Guy	GROSS PROFIT Monthly Overhead Again, it is only	1000
Unit Sell Price TOTAL SALES Unit Cost TOTAL COSTS	20 50 1000 10 0	50 000 10	50 000 0	Mr. Yard M I Business L	ogo d Guy	GROSS PROFIT Monthly Overhead Again, it is only me, living at home,	1000
Unit Sell Price [TOTAL SALES] Unit Cost] TOTAL COSTS] GROSS PROFIT]	20 50 1000 10 0	50 000 10	50 000 0	Mr. Yard M Business L	ogo d Guy	GROSS PROFIT Monthly Overhead Again, it is only me, living at home, so no real overhead	1000

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Step # 13

- 1. Insert the Total Unit Cost, which you calculated in Step # 7 repeat for all 3 months
- 2. Multiply the Units Forecasted by the Unit Costs and insert the answer in TOTAL COSTS - repeat for all 3 months





The Market	The Problem	it Solves Product or Service	e Costs
Home Owners within 5km	Most people don't have full		a a
Buyer Persona	offer a service in which I will and pick up dog poop every		
Own or rent house		only me going to	
With 5km radius	- My Busin	ness Idea - people's yards on my bicycle, with	<u>a</u>
du the CA		my broom and	
 ✓ No full-time gardener ✓ Have at least one dog 	Yard Sw	reeping poop-scoop.	
S Drive a nice car	Business I	Names Total Unit Cost	•
	The Yard Guy	y Sell Price	50
3-Month Forec	ast II Mr. Yard Swe	Unit Gross Profit	50
Month I Month Units Forecast 20 20		aner O Units Sold per Month	20
Unit Sell Price 50 - 50	50 Mr. Yard	GROSS PROFIT	1000
TOTAL SALES 1000 1000	1000	Monthly Overhea	d Costs
Unit Cost 0 + C	My Busi	iness Logo Again, it is only	
TOTAL COSTS 0 C		no Vord GUV me, living at home,	2754
GROSS PROFIT 1000 1000	1000	so no real overhead	
OVERHEADS	Mo	bile: +27 72 350 1842 costs.	
NET PROFIT		TOTAL OVERHEAD	0
CUMULATIVE	AfriB1	ZKIN MONTHLY NET PROFIT	1000
NET PROFIT	Starting Your Sr	Copyright 2020 AfriBizKid	-

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Step # 14

1. Calculate the GROSS PROFIT by subtracting the TOTAL COSTS from the TOTAL SALES and insert the answer into the GROSS PROFIT box - repeat for all 3 months





The Market	The Problem it	Solves	Product or Service	Costs
Home Owners within 5km	Most people don't have full time		There are no real	K Sal
Buyer Persona	offer a service in which I will sw and pick up dog poop every day		service costs as it is	
With 5km radius	- My Busine	ss Idea -	people's yards on my bicycle, with	
 ✓ No full-time gardener ✓ Have at least one dog 	Yard Swe	eping	my broom and poop-scoop.	
S Drive a nice car	Business Na	mes	Total Unit Cost	•
	The Yard Guy	N A	Sell Price	50
3-Month Forec	Ast II Mr. Yard Sweep		Init Gross Profit	50
Month 1 Month 2 Units Forecast 20 20	Month 3 20 Mr. Yard Cleane	er O Units	Sold per Month	20
Unit Sell Price 50 50	50 Mr. Yard		GROSS PROFIT	1000
TOTAL SALES 1000 1000	1000		Monthly Overhead	Costs
Unit Cost 0 0	O My Busine	ess Logo	Again, it is only	2
TOTAL COSTS 0 0	The The	Yard Guv	me, living at home,	S. 2754
GROSS PROFIT 1000 1000	1000	Talu uuy	so no real overhead	
OVERHEADS 0 0		42	costs.	
NET PROFIT 1000 1000	1000		OTAL OVERHEAD	0
CUMULATIVE	AtriBiz		HLY NET PROFIT	1000
NET PROFIT	Starting Your Small	Business Co	pyright 2020 AfriBizKid	30

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Step # 15

 Bring across the TOTAL OVERHEAD you calculated in Step # 9, and insert it into the OVERHEADS box - repeat for all 3 months





The Market)) - G= th	e Problem it Solves .	Product or Service	e Costs
Home Owners within 5km		eople don't have full time gardeners, so I		N COL
Buyer Persona		service in which I will sweep people's ya k up dog poop every day of the week.	service costs as it is	
Own or rent house			only me going to _	
With 5km radius	0 M	y Business Ide	a - people's yards on my bicycle, with	
No full-time gardener	100		my broom and	
A CONTRACTOR OF A CONTRACTOR O	- Ya	ird Sweepin	poop-scoop.	
 ✓ Have at least one dog ✓ Drive a nice car 		Business Names	Total Unit Cost	•
		The Yard Guy	Sell Price	50
3-Month For	ecast I	Mr. Yard Sweeper	Unit Gross Profit	50
	oth 2 Month 3		Units Sold per Month	20
Units Forecast 20	20 20	Mr. Yard Cleaner	and sold per monthing	
Unit Sell Price 50	50 50	Mr. Yard	GROSS PROFIT	1000
TOTAL SALES 1000 10	000 1000		Monthly Overhead	Costs
Unit Cost 0	0 0	My Business Logo	Again, it is only	
TOTAL COSTS 0	0 0	The Verd Or	The living at home I	
GROSS PROFIT 1000 10	000 1000	The Yard G	so no real overhead	
OVERHEADS 0	0 0	Mobile: +27 72 350 18	42 costs.	
NET PROFIT 1000 10	000 1000		TOTAL OVERHEAD	0
CUMULATIVE 1000 20	3000	ng Your Small Business	MONTHLY NET PROFIT	1000

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Step # 16

- 1. Calculate the NET PROFIT by subtracting the OVERHEADS from the GROSS PROFIT repeat for all 3 months
- 2. Then, calculate the CUMULATIVE NET PROFIT by adding the NET PROFIT of the succeeding month with the CUMULATIVE NET PROFIT of the preceding month (follow the grey arrows) - repeat for all 3 months

