

The Market

Home Owners within 5km

Buyer Persona

- ✓ Own or rent house
- ✓ With 5km radius
- ✓ No full-time gardener
- ✓ Have at least one dog
- ✓ Drive a nice car

The Problem it Solves . . .

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.

Product or Service Costs

There are no real service costs as it is only me going to people's yards on my bicycle, with my broom and poop-scoop.

Total Unit Cost: 0

Sell Price: 50

Unit Gross Profit: 50

Units Sold per Month: 20

GROSS PROFIT: 1000

- My Business Idea -

Yard Sweeping

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast	20	20	20
Unit Sell Price	50	50	50
TOTAL SALES	1000	1000	1000
Unit Cost	0	0	0
TOTAL COSTS	0	0	0
GROSS PROFIT	1000	1000	1000
OVERHEADS	0	0	0
NET PROFIT	1000	1000	1000
CUMULATIVE NET PROFIT	1000	2000	3000

Business Names

- ✓ The Yard Guy
- Mr. Yard Sweeper
- Mr. Yard Cleaner
- Mr. Yard

My Business Logo

Monthly Overhead Costs

Again, it is only me, living at home, so no real overhead costs.

TOTAL OVERHEAD: 0

MONTHLY NET PROFIT: 1000

My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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.

To download this tool, visit www.afribizkid.africa/afribizwiz



The Market		The Problem it Solves . . .		Product or Service Costs	
<input type="text"/>		<input type="text"/>		<input type="text"/>	
Buyer Persona					
✓	<input type="text"/>	- My Business Idea -			
✓	<input type="text"/>				
✓	<input type="text"/>				
✓	<input type="text"/>				
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3-Month Forecast		Business Names		Total Unit Cost	
	Month 1	Month 2	Month 3		
Units Forecast	<input type="text"/>	<input type="text"/>	<input type="text"/>		
Unit Sell Price	<input type="text"/>	<input type="text"/>	<input type="text"/>	Sell Price <input type="text"/>	
TOTAL SALES	<input type="text"/>	<input type="text"/>	<input type="text"/>	Unit Gross Profit <input type="text"/>	
Unit Cost	<input type="text"/>	<input type="text"/>	<input type="text"/>	Units Sold per Month <input type="text"/>	
TOTAL COSTS	<input type="text"/>	<input type="text"/>	<input type="text"/>	GROSS PROFIT <input type="text"/>	
GROSS PROFIT	<input type="text"/>	<input type="text"/>	<input type="text"/>	Monthly Overhead Costs	
OVERHEADS	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
NET PROFIT	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
CUMULATIVE NET PROFIT	<input type="text"/>	<input type="text"/>	<input type="text"/>	TOTAL OVERHEAD <input type="text"/>	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	MONTHLY NET PROFIT <input type="text"/>	
	<input type="text"/>	<input type="text"/>	<input type="text"/>		

My Business Logo

AfriBizKid
Starting Your Small Business

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My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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

To download this tool, visit www.afribizkid.africa/afribizwiz



The Market		The Problem it Solves . . .		Product or Service Costs																																								
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My Business Idea

Idea Brainstorming Tool

- Quick Guide -

Step # 2

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

To download this tool, visit www.afribizkid.africa/afribizwiz



The Market

Buyer Person:

The Problem it Solves . . .

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.

Product or Service Costs

- My Business Idea -

Yard Sweeping

Business Names

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast			
Unit Sell Price			
TOTAL SALES			
Unit Cost			
TOTAL COSTS			
GROSS PROFIT			
OVERHEADS			
NET PROFIT			
CUMULATIVE NET PROFIT			

Product or Service

Business Names

My Business Logo

Product or Service Costs

Total Unit Cost

Sell Price

Unit Gross Profit

Units Sold per Month

GROSS PROFIT

Monthly Overhead Costs

TOTAL OVERHEAD

MONTHLY NET PROFIT

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Idea Brainstorming Tool

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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

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The Market		The Problem it Solves . . .		Product or Service Costs	
<input type="text"/>		<input type="text"/>		<input type="text"/>	
Buyer Persona		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.		<input type="text"/>	
✓ <input type="text"/>		<p align="center">- My Business Idea -</p> <p align="center">Yard Sweeping</p>		<input type="text"/>	
✓ <input type="text"/>				<input type="text"/>	
✓ <input type="text"/>				<input type="text"/>	
✓ <input type="text"/>				<input type="text"/>	
✓ <input type="text"/>				<input type="text"/>	
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Units Forecast	<input type="text"/>	<input type="text"/>		Unit Gross Profit	
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GROSS PROFIT	<input type="text"/>	<input type="text"/>		<input type="text"/>	
OVERHEADS	<input type="text"/>	<input type="text"/>		TOTAL OVERHEAD	
NET PROFIT	<input type="text"/>	<input type="text"/>		<input type="text"/>	
CUMULATIVE NET PROFIT	<input type="text"/>	<input type="text"/>		MONTHLY NET PROFIT	
	<input type="text"/>	<input type="text"/>		<input type="text"/>	

My Business Logo

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My Business Idea

Idea Brainstorming Tool

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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

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The Market

Buyer Persona

The Problem it Solves . . .

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.

Product or Service Costs

- My Business Idea -

Yard Sweeping

Business Names

The Yard Guy ✓
Mr. Yard Sweeper ✓
Mr. Yard Cleaner ✓
Mr. Yard ✓

My Business Logo

The Yard Guy
Mobile: +27 72 350 1842

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast			
Unit Sell Price			
TOTAL SALES			
Unit Cost			
TOTAL COSTS			
GROSS PROFIT			
OVERHEADS			
NET PROFIT			
CUMULATIVE NET PROFIT			

Total Unit Cost

Gross Profit

Units Sold per Month

GROSS PROFIT

Monthly Overhead Costs

TOTAL OVERHEAD

MONTHLY NET PROFIT

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My Business Idea

Idea Brainstorming Tool

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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)



To download this tool, visit www.afribizkid.africa/afribizwiz



The Market
Home Owners within 5km

Buyer Persona
☒ Own or rent house
☒ With 5km radius
☒ No full-time gardener
☒ Have at least one dog
☒ Drive a nice car

The Problem it Solves . . .
I don't have full-time gardeners, so I will only have to sweep people's yards and pick up dog poop every day of the week.

Product or Service Costs

My Business Idea -
Yard Sweeping

Business Names
 The Yard Guy ☒
 Mr. Yard Sweeper ☐
 Mr. Yard Cleaner ☐
 Mr. Yard ☐

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast			
Unit Sell Price			
TOTAL SALES			
Unit Cost			
TOTAL COSTS			
GROSS PROFIT			
OVERHEADS			
NET PROFIT			
CUMULATIVE NET PROFIT			

My Business Logo


Product or Service

Product or Service Costs

Monthly Overhead Costs

TOTAL OVERHEAD

MONTHLY NET PROFIT

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My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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

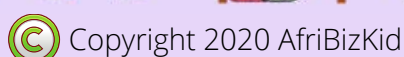
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Idea Brainstorming Tool

Step # 7

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The Market	The Problem it Solves . . .	Product or Service Costs																																								
Home Owners within 5km Buyer Persona <input checked="" type="checkbox"/> Own or rent house <input checked="" type="checkbox"/> With 5km radius <input checked="" type="checkbox"/> No full-time gardener <input checked="" type="checkbox"/> Have at least one dog <input checked="" type="checkbox"/> Drive a nice car	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 service costs as it is only me going to people's yards on my bicycle, with my broom and poop-scoop.																																								
- My Business Idea - Yard Sweeping																																										
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CUMULATIVE NET PROFIT																																										
My Business Logo 																																										

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My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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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The Market				The Problem it Solves . . .		Product or Service Costs																																									
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My Business Logo 				My Business Log 		Copyright 2020 AfriBizKid																																									

My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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

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The Market

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There are no real service costs as it is only me going to people's yards on my bicycle, with my broom and poop-scoop.

Total Unit Cost 0

Sell Price 50

Unit Gross Profit 50

Units Sold per Month 20

GROSS PROFIT 1000

Monthly Overhead Costs

Again, it is only me, living at home, so no real overhead costs.

TOTAL OVERHEAD 0

MONTHLY NET PROFIT 1000

- My Business Idea -

Yard Sweeping

Business Names

The Yard Guy ✓

Mr. Yard Sweeper ✓

Mr. d ✓

My Business Logo

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast	20	20	20
Unit Sell Price			
TOTAL SALES			
Unit Cost			
TOTAL COSTS			
GROSS PROFIT			
OVERHEADS			
NET PROFIT			
CUMULATIVE NET PROFIT			

My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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

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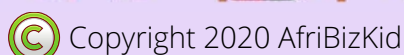


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Idea Brainstorming Tool

Step # 11

- To download this tool, visit www.afribizkid.africa/afribizwiz



Business Logo

Idea Brainstorming Tool

- Quick Guide -

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

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Starting Your Small Business

Idea Brainstorming Tool

- Quick Guide -

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

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The Market

Home Owners within 5km

Buyer Persona

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- ✓ With 5km radius
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- My Business Idea -

Yard Sweeping

3-Month Forecast

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Unit Sell Price	50	50	50
TOTAL SALES	1000	1000	1000
Unit Cost	0	0	0
TOTAL COSTS	0	0	0
GROSS PROFIT	1000	1000	1000
OVERHEADS			
NET PROFIT			
CUMULATIVE NET PROFIT			

Business Names

- ✓ The Yard Guy
- Mr. Yard Sweeper
- Mr. Yard Cleaner
- Mr. Yard

My Business Logo

The Yard Guy
Mobile: +27 72 350 1842

Monthly Overhead Costs

Again, it is only me, living at home, so no real overhead costs.

TOTAL OVERHEAD: 0

MONTHLY NET PROFIT: 1000

My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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

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The Market

Home Owners within 5km

Buyer Persona

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Units Sold per Month: 20

GROSS PROFIT: 1000

- My Business Idea -

Yard Sweeping

Business Names

- ✓ The Yard Guy
- Mr. Yard Sweeper
- Mr. Yard Cleaner
- Mr. Yard

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast	20	20	20
Unit Sell Price	50	50	50
TOTAL SALES	1000	1000	1000
Unit Cost	0	0	0
TOTAL COSTS	0	0	0
GROSS PROFIT	1000	1000	1000
OVERHEADS	0	0	0
NET PROFIT	1000	1000	1000
CUMULATIVE NET PROFIT			

My Business Logo

AfriBizKid Starting Your Small Business

Monthly Overhead Costs

Again, it is only me, living at home, so no real overhead costs.

TOTAL OVERHEAD: 0

MONTHLY NET PROFIT: 1000

My Business Idea

Idea Brainstorming Tool

- Quick Guide -

Step # 15

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

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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 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 service costs as it is only me going to people's yards on my bicycle, with my broom and poop-scoop.	
Buyer Persona <input checked="" type="checkbox"/> Own or rent house <input checked="" type="checkbox"/> With 5km radius <input checked="" type="checkbox"/> No full-time gardener <input checked="" type="checkbox"/> Have at least one dog <input checked="" type="checkbox"/> Drive a nice car				- My Business Idea - Yard Sweeping		Total Unit Cost: 0	
3-Month Forecast						Sell Price: 50	
Units Forecast	Month 1: 20	Month 2: 20	Month 3: 20	Unit Gross Profit: 50		Units Sold per Month: 20	
Unit Sell Price	50	50	50	GROSS PROFIT: 1000		Monthly Overhead Costs	
TOTAL SALES	1000	1000	1000	Again, it is only me, living at home, so no real overhead costs.		TOTAL OVERHEAD: 0	
Unit Cost	0	0	0	My Business Logo		MONTHLY NET PROFIT: 1000	
TOTAL COSTS	0	0	0				
GROSS PROFIT	1000	1000	1000				
OVERHEADS	0	0	0				
NET PROFIT	1000	1000	1000				
CUMULATIVE NET PROFIT	1000	2000	3000				

My Business Idea

Idea Brainstorming Tool

- Quick Guide -

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

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