

About you

Name
Address
DOB
Email
Phone number



My Idea is

that helps (insert a defined audience here)

Solve the problem of (insert problem here)

by (insert your 'secret sauce' here)

About your Competitors

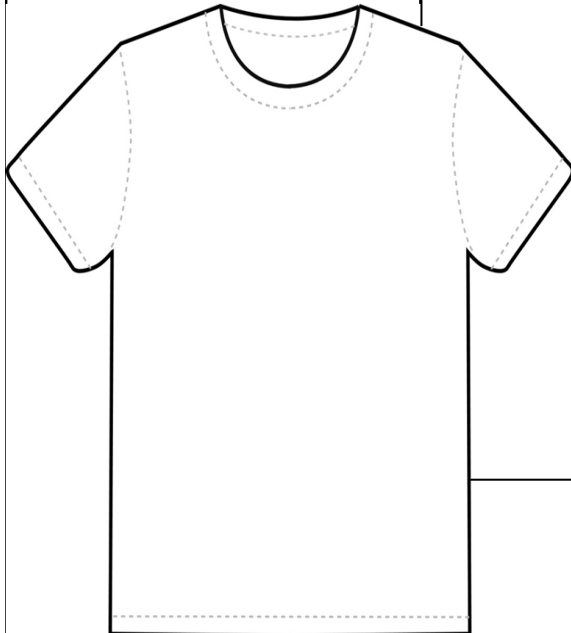
What are they good at and what are they poor at?



With start up costs, with advice, with mentoring?

- Idea Generation
- Marketing Basics
- Finance Basics
- Legal Basics
- Sources of help & support

What's your brand?



Key People/Partners - You and who else?

What can you do in the next three months to make this happen?

How will the world find out about your business?



What are your likely start up costs?	
Car/Van	
Equipment	
Laptop	
Website	
Initial stock	
Phone	
Other	
Other	
Total Start Up Costs (A)	€
How much comes in each month?	
Cash sales	
Credit sales	
Advertising	
Other	
Other	
Total Monthly Income (B)	€
How much goes out each month?	
Wages/Drawings	
Rent/rates	
Heat, light & power	
phone/web	
Stock	
Transport	
Other	
Other	
Total Monthly Expenditure (C)	€
Monthly profit or loss (B-C)	€

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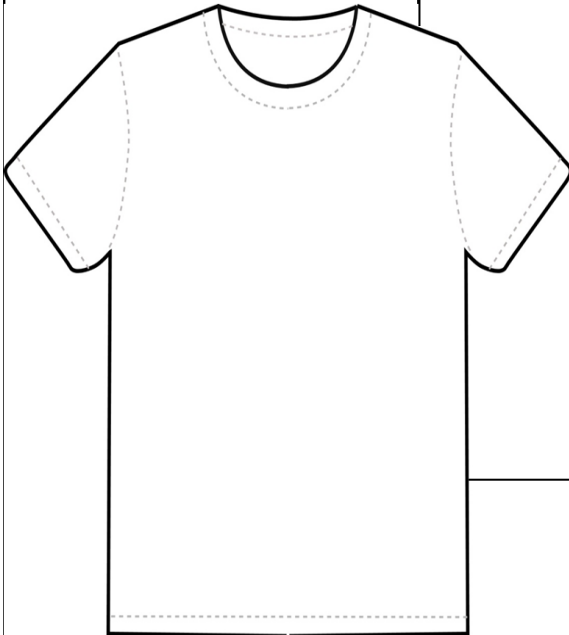
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The Business Model Canvas

<p><i>Key Partners</i> </p> <p>Facebook</p> <p>PayPal</p> <p>Amex</p> <p>Zazzle</p> <p>SVNetwork</p> <p>Advertisers (Bing, McDonalds, General Mills etc..)</p> <p>7-Eleven</p> <p>Target</p> <p>Best Buy</p> <p>GameStop</p> <p>InComm</p>	<p><i>Key Activities</i> </p> <p>Game Creation Processes</p> <p>Customer Support</p> <p>Maintaining existing games</p>	<p><i>Value Propositions</i> </p> <p>Free To Play</p> <p>Mindless Entertainment</p> <p>Social Interaction</p>	<p><i>Customer Relationships</i> </p> <p>Customer Support and Forums on Zynga.com</p> <p>Zynga's facebook page</p>	<p><i>Customer Segments</i> </p> <p>Casual Gamers <small>(60% Female & 40% Male according to CNN Tech)</small></p> <p>Advertisers</p>
<p><i>Cost Structure</i></p> <p>Usual cost of operating a business (Rent, Salaries etc..)</p> <p>R&D on new Game Ideas</p> <p>Maintenance</p> <p>Acquisition of competitors</p> <p>Generating fresh content for existing games</p> <p>Promotional Events (Fan Meetups etc..)</p> 	<p><i>Revenue Streams</i> </p> <p>Traditional Advertising Revenues</p> <p>Revenue from Advertiser sponsored offers (Lead Generation)</p> <p>In-app Virtual Goods sales</p>			