

Lean Startup Business Plan

PROBLEM 01	SOLUTION 05
<p>List a frustration your target market has.</p> <ul style="list-style-type: none"> Entrepreneurs, small businesses and nonprofits struggle to effective problem solve and scale their businesses. Consulting companies provide assessments and solutions but fail to help them effectively implement sustainable solutions <p>Existing Alternatives</p> <ul style="list-style-type: none"> List a potential competitor and their offering. ABC Consulting: Consults non profits Wrode Co.: Consults entrepreneurs on starting and scaling their business 	<p>List how your business can solve a customer's problem.</p> <ul style="list-style-type: none"> Thrive Consulting Group, We provide a decisive strategic advantage by uniquely blending deep business expertise with the best of nonprofit innovation. Our solutions are not theoretical; they're practical, results-oriented strategies designed to maximize both profit and positive impact. With a hands-on, collaborative approach, we empower you to implement, measure, and optimize until you achieve sustainable growth and meaningful change.
UNIQUE VALUE PROPOSITION 02	KEY METRICS 06
<p>Write about what makes your product special so you can convince a stranger to become your customer.</p> <ul style="list-style-type: none"> We're your hands-on partners in success, combining deep business expertise and nonprofit innovation to craft and implement practical strategies that drive both profit and purpose, collaboratively working until you see real results. 	<p>List a metric by which you measure the success of your business.</p> <ul style="list-style-type: none"> Client Retention Rate: Measures the percentage of clients who continue using your services. Project Profitability: Tracks the profit generated from each consulting project by subtracting project costs from project revenue, ensuring financial viability. Client Satisfaction (e.g., Net Promoter Score - NPS): Measures client happiness and likelihood to recommend your services, crucial for referrals and repeat business.
CUSTOMER SEGMENTS 03	UNFAIR ADVANTAGE 07
<p>List personas of the people that you expect to use your product.</p> <ul style="list-style-type: none"> Entrepreneurs Small business owners Nonprofit organizations <p>EARLY ADOPTERS</p> <p>List Target clients that will use your services</p> <ul style="list-style-type: none"> Entrepreneurs looking to start or grow their business Small business owners looking to solve problems and scale their operations. Nonprofit organizations looking to grow and fulfill their purpose profitably. 	<p>List what sets you apart from competitors.</p> <ul style="list-style-type: none"> Hands on and partnership approach TCG consist of multiple consultants from various disciplines to ensure the business is getting the best possible solution for them Innovative solutions using the resources the organization has available. <p>CHANNELS</p> <p>List the ways you plan to reach your audience.</p> <ul style="list-style-type: none"> Networking events Partnering with organizations focused on providing resources to entrepreneurs and nonprofits social media
COST STRUCTURE 04	REVENUE STREAMS 08
<p>What are the fixed and variable costs to launch your product or service?</p> <ul style="list-style-type: none"> Fixed Costs <ul style="list-style-type: none"> Salaries & Benefits (Core Team) Rent & Utilities Software & Subscriptions Variable Costs <ul style="list-style-type: none"> Consultant Fees (Project-Based) Travel Expenses Training Materials 	<p>How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.</p> <ul style="list-style-type: none"> Fees <ul style="list-style-type: none"> Training and Workshops: Project-Based Fees: Retainer Agreements: Pricing Models <ul style="list-style-type: none"> Fixed Price Time and Materials Hourly Rate Performance Based

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CUSTOMER SEGMENTS	03	UNFAIR ADVANTAGE	07
		List what sets you apart from competitors.	
		CHANNELS LIST THE WAYS YOU PLAN TO REACH YOUR AUDIENCE.	
COST STRUCTURE	04	REVENUE STREAMS	08