

From Idea to Business Plan

A practical checklist for testing an idea before adding complexity.

1. Customer and problem

Who is the specific customer?

What problem will they pay to solve?

What evidence do I have from real customer conversations?

2. Offer and delivery

What exactly will the customer receive, and when?

What is included, excluded, and required from the customer?

How will a lead become an order, and how will I deliver it?

3. Price, costs, and capacity

Proposed price per sale:

Variable cost per sale, including delivery effort:

Monthly fixed costs and realistic sales capacity:

Planning guidance only. Requirements vary by activity and location; confirm with qualified advisers.

Test Sustainable Economics

Work with estimates first, then replace them with observed results.

4. Check the economics

Contribution per sale = price minus variable cost per sale.

Break-even sales = monthly fixed costs divided by contribution per sale.

Round break-even sales up. If contribution is zero or negative, revise the offer.

This simplified calculation excludes items not in your estimates, such as taxes.

My estimated contribution per sale:

My estimated break-even sales and capacity check:

5. Set up only what the next step needs

- ☐ Validate demand with a small, clearly scoped pilot.
- ☐ Confirm registration, licensing, tax, and insurance requirements for your activity.
- ☐ Separate business records and establish a bookkeeping routine.
- ☐ Define written scope, payment terms, cancellations, and customer support.
- ☐ Choose one way to capture leads and track inquiry, sale, delivery, and costs.

My next experiment, owner, deadline, and success measure:

What I will change if the experiment does not work:

Small Business Review: \$350 / 60 minutes plus a written action plan.

Ask: kadeemw@alliedwillconsulting.com. Profit is not guaranteed.