FRESH WIND CONSULTING
GUIDE, PARTNER, IMPACT

LAUNCH READY TOOLKIT · TEMPLATE 2 OF 6

Business Plan

A short, honest plan that answers what lenders and grant reviewers look for: a real customer, numbers that add up, and a clear next step.

Name	Business name	Date

How to use it Use your Business Model Canvas and Opportunity Analysis to fill this in. Short answers are fine. Bring it to your one-on-one session for feedback.

1 Business snapshot

Business name	
Owner(s)	
Structure	☐ Sole proprietor ☐ Partnership ☐ Corporation ☐ Not registered yet
Location or service area	
Start date (or planned)	
Contact (phone, email, social)	

2 The problem and my solution

Who struggles with what, and what you offer to fix it.

The problem	My solution
What is hard, missing or frustrating for my customer?	*What I sell, and how it solves the problem.*

3 My customers and market

Be specific. "Everyone" is not a customer.

My ideal customer	Proof they want it
Age, neighbourhood, needs, where they gather.	*Conversations, pre-orders, first sales, quotes.*

© 2026 Fresh Wind Consulting. All rights reserved.

4 Competition and what makes me different

Who else serves them?	Why customers will choose me
Businesses, informal sellers, or doing it themselves.	*Quality, trust, culture, convenience, price.*

5 Marketing and sales

How people will find out about me, and how they buy.

My brand message

I help _____ get _____ so they can _____.

How customers will find me	How customers pay and get the product
Word of mouth, partners, events, online. See your Marketing Plan.	*E-transfer, tap, cash; pickup, delivery, appointment.*

6 Operations

What you need to run the business day to day.

Suppliers, equipment and space	Licences, permits and insurance
Where you buy materials; tools; where you work.	*City licence, public health, liability insurance, HST.*

7 My people

Nobody builds alone.

My skills and experience	My board of advisors
Why I can do this well.	*A mentor, a peer, a champion, an expert (accountant, banker).*

© 2026 Fresh Wind Consulting. All rights reserved.

8 The money

Pull these numbers from your Financial Projection.

Key number	Amount
Total startup costs (one-time) *From your Financial Projection, page 1*	$
Total monthly costs *Rent, supplies, phone, insurance, marketing, pay yourself*	$
Price of my main product or service	$
Profit per sale (price minus cost per unit)	$
Sales needed each month to break even *Monthly costs ÷ profit per sale*	$
Funding I need *Startup costs + 3 months of monthly costs − my own savings*	$

Where the money comes from	Amount	Status (applied, approved, planned)
My own savings	$	
Family or friends	$	
Grant (e.g. Starter Company Plus)	$	
Loan (e.g. Futurpreneur, community lender)	$	

9 Milestones

Milestone (next 90 days)	By when	Who helps	Done
Register my business name			☐
Open a separate business bank account			☐
First 10 paying customers			☐
			☐
			☐

10 Risks and how I will handle them

Risk: what could go wrong?	Likelihood	My plan if it happens
	L M H	
	L M H	
	L M H	

Signed _____ Date _____ *Review this plan every 3 months.*

© 2026 Fresh Wind Consulting. All rights reserved.