LAUNCH READY · SESSION 2 OF 8

Your Business Plan, One Page at a Time

The Lean Canvas: value, customers, costs and revenue on a single page

Toronto Public Library · York Woods Branch
Entrepreneur in Residence · Fall 2026 · Leo Bailey

FRESH WIND CONSULTING
GUIDE, PARTNER, IMPACT

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SESSION 2

Today's session

1 What a business plan is really for

2 The Lean Canvas, built together as a class

3 Build yours, then get peer feedback

YOU LEAVE WITH

A first-draft one-page Lean Canvas for your business

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ICEBREAKER · 3 MINUTES

No writing needed · just talk

Turn to your neighbour

1. Say your name
2. Share your business idea in one minute
3. Share one thing you learned from your conversations this week
4. Swap, then thank each other

Quieter room? Go round instead: your name, and the last thing you bought from a local business.

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MINDSET

A business plan is a thinking tool first and a document second.



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THROUGH A FUNDER'S EYES

What lenders and grantors look for

1

You know your customer

Specific, real, and backed by conversations.

2

The numbers add up

Costs, prices and sales that make sense together.

3

You can deliver

Skills, experience or partners to do the work.

4

You have skin in the game

Your own time, savings or early sales.

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THE TOOL

The Lean Canvas

Problem
Top 3 problems your customer has

Solution
What you offer for each problem

Key metrics
The numbers you will track

Unique value
Why you, in one sentence

Unfair advantage
What is hard to copy

Channels
How customers find you

Customers
Who exactly, and who buys first

Costs
What it costs to run

Revenue
How money comes in

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OUR CLASS BUSINESS · A FICTIONAL EXAMPLE

A cultural home decor subscription

Inspired by a participant's idea. We will fill in every box of the canvas together, as a class.

How it works

A box of seasonal decor arrives before each celebration, four times a year.

Example box

Filipino Christmas: a parol star lantern, capiz shell ornaments and a story card for each piece.

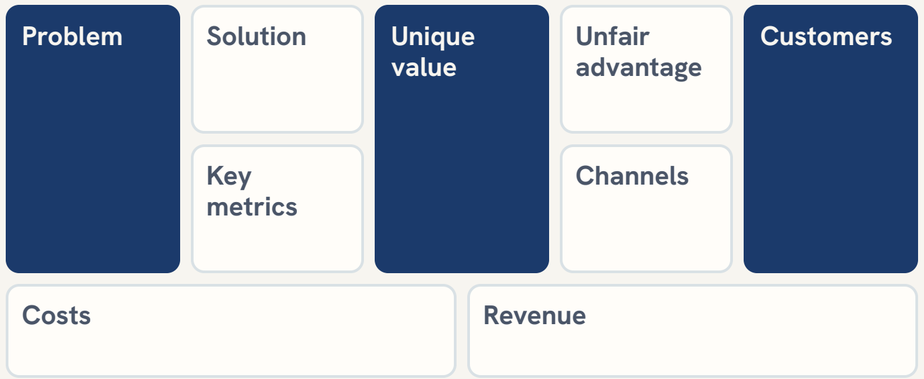
Make it yours

Swap in any culture in the room: Carnival, Eid, Lunar New Year, Kwanzaa.

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BUILD IT TOGETHER · PART 1 OF 3

Who is it for, and why?



CUSTOMERS

Who exactly would subscribe? Who buys first?

Ask the room: Picture one real person. Who are they?

PROBLEM

What is hard for them today?

Ask the room: Where do people get decor from their culture now?

UNIQUE VALUE

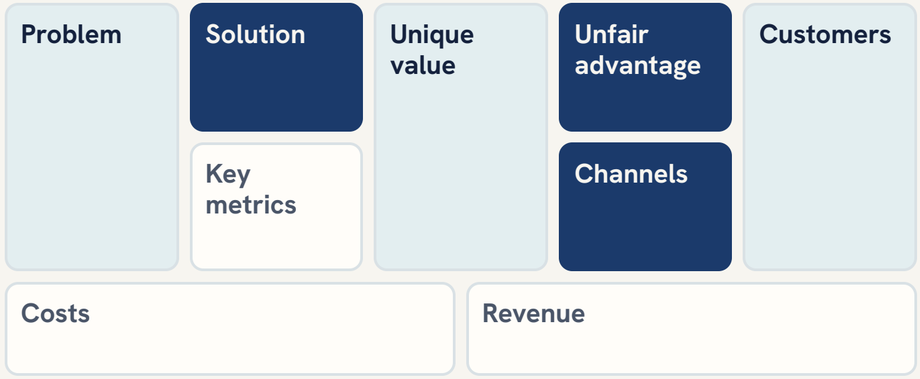
Why this box, in one sentence?

Ask the room: Finish it: “Your culture, at home, ___”

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BUILD IT TOGETHER · PART 2 OF 3

What is it, and how do people find it?



SOLUTION

What is in the box, and when does it arrive?

Ask the room: What three things would you want in the first box?

CHANNELS

How will people find it?

Ask the room: Where does this community already gather?

UNFAIR ADVANTAGE

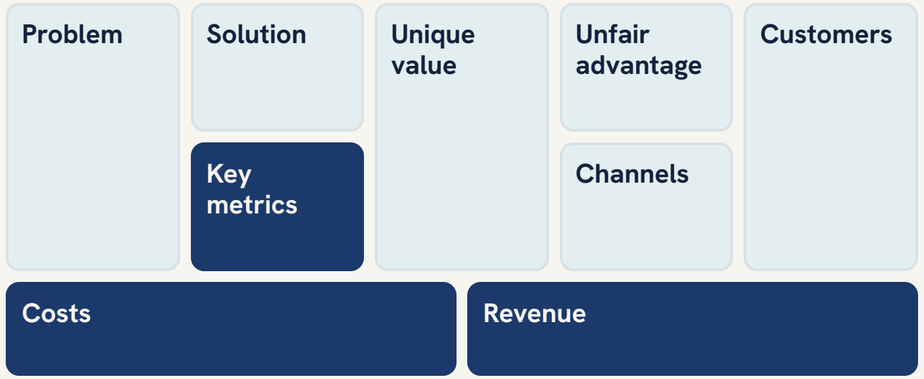
What is hard for a big store to copy?

Ask the room: What does the founder know that a big store does not?

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BUILD IT TOGETHER · PART 3 OF 3

How does the money work?



REVENUE

What does it cost, and how often do people pay?

Ask the room: Would you pay $55 a box? Four times a year?

COSTS

What does it cost to run?

Ask the room: List every cost of getting one box to a door.

KEY METRICS

Which numbers show it is working?

Ask the room: If you checked one number a month, which one?

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OUR CLASS CANVAS · FICTIONAL EXAMPLE

One page, every box filled

PROBLEM

Cultural decor is hard to find here, and slow to ship from overseas

SOLUTION

A decor box before each celebration, with a story card

KEY METRICS

Subscribers, cancellations, referrals

UNIQUE VALUE

Your culture, at home, every season

UNFAIR ADVANTAGE

Artisan ties and the real stories

CHANNELS

Instagram, churches, festivals, referrals

CUSTOMERS

GTA families who want their culture at home; gift buyers

COSTS

Goods about $20 · packaging $5 · delivery $10 · ads and store fees

REVENUE

$55 a box · 4 boxes a year · $65 gift box

Quick math: $55 a box minus about $35 for goods, packaging and delivery leaves about $20 for ads, fees and your pay. Next week: pricing.

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YOUR TURN · 9 MINUTES

Pen and paper · draw it in your notebook

Build your Lean Canvas

1. Draw nine boxes across a notebook page, like the screen
2. Fill them in the same order we just used
3. One or two lines per box, no more
4. Mark any box you are unsure of with a ?

Unsure is useful. A ? box is your research list for next week.

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PEER FEEDBACK · 5 MINUTES

Notebooks out · one glow, one question

Groups of three

1. Each person gets about 90 seconds
2. Walk your canvas in under one minute
3. Listeners give one thing that is clear
4. Then one question they still have

One glow, one question. Keep it kind, keep it useful.

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FREE SUPPORT

Free planning help near you

1

Toronto Public Library

Business librarians, databases and these one-on-one sessions.

2

Futurpreneur

Planning tools and mentors for founders aged 18 to 39.

3

BDC

Free templates, articles and business plan guides.

4

BEA and Enterprise Toronto

Advisors, workshops and community networks.

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TAKE HOME

What you are leaving with

- ✓ Your first-draft Lean Canvas
- ✓ A class canvas to compare against
- ✓ Feedback from two peers

NEXT WEEK

Money Matters: Budgeting & Pricing

Questions? Book a one-on-one session.

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FREE · YOURS TO KEEP

Download your templates

- Business Model Canvas
- Business Plan
- Financial Projection (with Excel)

Opens the templates page on freshwindconsulting.ca. Print the PDFs and fill them in by hand, or type into the Excel model. No smartphone? Ask Leo for the link.

Point your phone camera here

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