

# Cashflow Canvas

## MAKING MONEY

### REVENUE STREAMS

How does your business make money?  
What products or services are sold? How are they bundled?

### COST OF GOODS SOLD

What costs are directly linked to selling each product? Think materials, packaging, processing, shipping, etc. Then think labour.

### PRICE POINT

What do you charge your customers for the product?  
What will they pay for the value your product provides?

### MAPPING ASSUMPTIONS

When do your products sell? How many units are sold? When do your customers pay you?

## SPENDING MONEY

### TEAM

What skill-sets are needed for your business to succeed? In whom will you find these skills? Are they advisors, employees or contractors? What and when will you pay them? How will you find them and keep them? How much do you pay yourself?

### SPACE AND OPERATIONS

What type of space do you require? How much does it cost? Does it include utilities? Do you require parking and storage? What additional operating costs does your business incur? Think bank fees, insurance, parking, cell phones, maintenance, security, etc.

### SALES AND MARKETING

What activities are essential to backing up the revenue projections you've mapped above? Remember to account for the five stages of customer recruitment and the various initiatives and respective costs for each.

### ADDITIONAL EXPENSES

Make sure you're covered. What other expenses do you need to budget for? Think loans (interest and principal), contingency funds, travel, membership dues, association fees, etc.