

Simple Business Plan Template for a Non-Profit Business

Business name: _____

- ☐ I have checked this name is an available domain (on [Jumpstarter.co.nz](https://jumpstarter.co.nz))
- ☐ I have purchased this domain to help secure my business identity



Key partners



Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: community groups, sponsors, government agencies, volunteers

Key activities



What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: fundraising, events, outreach, programme delivery

Value proposition



What makes your organisation valuable to the community?

What needs or challenges are you addressing? / Why would people, funders, or partners choose to support you? Think: social impact, environmental benefit, affordability, accessibility, inclusiveness, quality of service, trust

Key resources



What do you need to make your business work?

What assets are required to create value and deliver it? Think: volunteers, funding, facilities, website, staff

Customer relationships



How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community? Think: community engagement, volunteer support, transparency, updates

Channels



How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: social media, website, email, events, word-of-mouth

Customer segments



Who are your beneficiaries? Who are your donors/supporters?

Who are you creating value for? / Are they a broad group or a specific niche? Think: community members, vulnerable groups, youth, families, partner organisations, funders, volunteers

Cost structure



What are your biggest costs?

What do you spend money on to run the business? Think: staff, events, marketing, admin, rent
Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

Revenue streams



What are your funding sources?

Think: grants, donations, sponsorships, memberships