NATIONAL OPEN UNIVERSITY OF NIGERIA

DIRECTORATE FOR ENTREPRENEURSHIP AND GENERAL STUDIES
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way Jabi- Abuja.

BUSINESS NAME

PRODUCT/SERVICE

ACADEMIC PROGRAM

MATRIC NUMBER

PHONE NUMBER

STUDY CENTRE

ZONE

FOCUSED SDG

EMAIL



STUDENT'S NAME

Problem Definition



Mission Statement

Vision Statement

Innovativeness of the Proposed Solution

- ❑ Highlight the new ideas behind your business plan?
- ❑ How is your business idea unique?
- ❑ Integrating 21st century technology

Feasibility of the Proposed Solution

- How realistic is your business plan?
- How achievable in the light of available resources and your capacity to ignite the idea

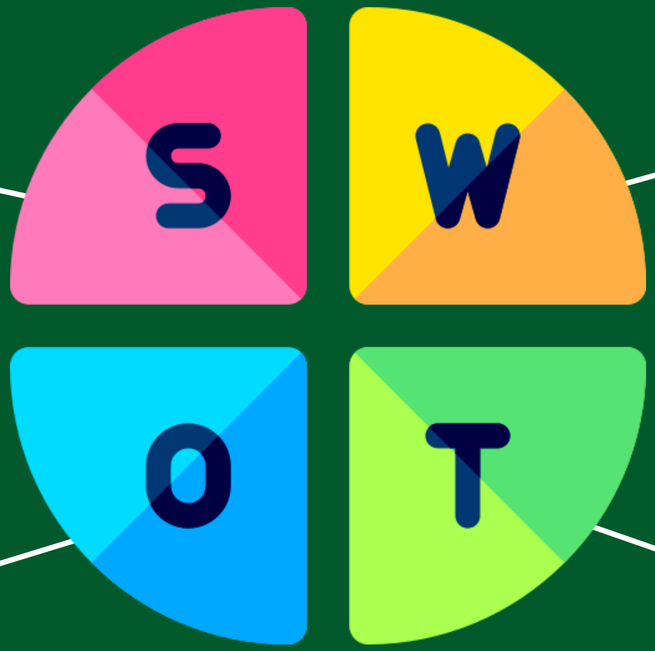
SWOT ANALYSIS

STRENGTH

Describe the strength of the BP

OPPORTUNITIES

Describe the Opportunities of the BP



WEAKNESS

Describe the Weaknesses of the BP

THREATS

Describe the possible threats of the BP

KEY ACTIVITIES

Delivering Value Proposition

Revenue Generation

B-MODEL CANVAS NO-7

Reaching Out to Clients

Building a Competitive Advantage

Financial Analysis and Sustainability

- ❑ List your fixed cost
- ❑ Working capital
- ❑ State their prices
- ❑ Give an average monthly estimate of the output
- ❑ Expected income
- ❑ Profit and gross margin on monthly basis

Potential Impact and Sustainability

State the extent of positive impact in solving the identified problem