



# FROM SEED TO SOVEREIGNTY:

A step-by-step guide to creating your business plan.©

# TABLE OF CONTENTS

**Mission Statement**

**Vision Statement**

**Management & Team Structure**

**Business Description**

**Products, Service & Market Analysis**

**Operational Plan**

**Financial Plan**

**Executive Summary**



**Think of Your Plan as a Living Document**

Treat your business plan as a dynamic guide that you will revisit and refine regularly, not a one-time task.

# MISSION STATEMENT

A mission statement is a short sentence that explains what an organization does, why it exists, and what it aims to achieve.



- **Start with Keywords** - List 5-10 key goals or descriptors for your organization and use them as the foundation for your statement.
- **Focus on the Audience** - Write with your stakeholders in mind, including employees, customers, and partners.
- **Be Aspirational, Yet Realistic** - Strike a balance between an aspirational dream and achievable goals.

What does/will your business or organization do?

What are your business' or organization's core values?

Who does/will your business or organization serve?

Now combine your answers and create your mission statement (2-4 sentences):

# VISION STATEMENT

A vision statement describes the organization's aspirational future, painting a picture of what it hopes to achieve in the long term. Answer the following questions then combine your answers to create your vision statement.



- **Focus on Outcomes, Not Activities** - State what you aim to achieve, not the specific actions you'll take.
- **Think Long-Term** - A vision statement should describe where you see your organization in 5-10 years or beyond.
- **Stay Clear of Jargon** - Use plain, impactful language that everyone can understand.

What are the long-term aspirations of the business?

What long-term impact do you want to make on your community? The industry? The world?

What does success look like for your organization in 5, 10, or 20 years?

How will you inspire and mobilize people to work toward this future?

Now combine your answers to form your vision statement (2-4 sentences):

# MANAGEMENT & TEAM STRUCTURE

This section should demonstrate the team's expertise, credibility, and ability to execute the business' mission and vision, which builds confidence among investors and stakeholders.

## OUTLINE THE DETAILS OF EACH EMPLOYEE.

### INCLUDE:

- Their previous experience, education, roles and achievements
- How their skills align with the business's goals and vision
- Which decisions they will be responsible for making

**PLAN FOR THE FUTURE:**  
Succession planning ensures smooth leadership transitions by developing internal talent.

NAME	SKILLS & PREVIOUS EXPERIENCE	RESPONSIBILITIES & DECISION MAKING
NAME Title	SKILLS & PREVIOUS EXPERIENCE	RESPONSIBILITIES & DECISION MAKING
NAME Title	SKILLS & PREVIOUS EXPERIENCE	RESPONSIBILITIES & DECISION MAKING
NAME Title	SKILLS & PREVIOUS EXPERIENCE	RESPONSIBILITIES & DECISION MAKING
NAME Title	SKILLS & PREVIOUS EXPERIENCE	RESPONSIBILITIES & DECISION MAKING

# BUSINESS DESCRIPTION

Summarize your target market by identifying key audience categories. Include details like geography (online or physical locations) and demographic factors such as gender, race, education, and other relevant traits.

## BUSINESS STRUCTURE

Check the box next to which structure your business will have:

Sole Proprietorship     Cooperative     Franchise     Non-Profit Organization     Corporation     Partnership

## BUSINESS LOCATION

Outline the details of:

- Your Location
- Facilities
- Tech and Equipment
- Storage/Inventory Management

## LEGAL STRUCTURE

Outline your business's legal status (e.g., non-profit, for-profit). Are you incorporating any traditional practices?

## BACKGROUND & HISTORY

Share the history of Indigenous agriculture business in your region and how your business fits into that context.

### CONSIDER THE FOLLOWING:

- Align with the Rest of the Plan - Ensure the description is consistent with other sections of your business plan.
- Seek Feedback - Share your draft with trusted advisors or colleagues to refine and improve it.



# MARKET ANALYSIS

Conduct thorough research to understand your industry, market trends, customer needs, and competitors. This section will help you identify opportunities and challenges.

 <b>INDUSTRY OVERVIEW</b>	 <b>TARGET MARKET</b>	 <b>COMPETITIVE ANALYSIS</b>
<ul style="list-style-type: none"> <li>Discuss the agricultural industry you are entering (e.g., organic farming, Indigenous food products, or livestock).</li> <li>What is the demand for these products in the market?</li> </ul>	<ul style="list-style-type: none"> <li>Who are your potential customers?</li> <li>Are they local community members, other businesses, or external consumers?</li> <li>What are their needs and preferences related to food, agriculture, or cultural values?</li> </ul>	<ul style="list-style-type: none"> <li>Identify other businesses in your field.</li> <li>What makes your business unique?</li> <li>What can you learn from competitors' strengths and weaknesses?</li> </ul>

## PRODUCTS & SERVICES

Outline the products or services you will offer and how they will serve the needs of your market. Be clear about what sets your offerings apart, especially in terms of cultural relevance and sustainability.

### PRODUCT/SERVICE DESCRIPTION & VALUE PROPOSITION

- What/who is your target market?
- What are your main products or services (e.g., produce, food products, crafts, consultation)?
- What makes your product special or unique? (location, cultural significance, production method etc)

# FINANCIAL PLAN



A financial plan outlines the projected revenue, expenses, cash flow, and profitability of a business, serving as a roadmap for managing finances and achieving financial goals.

<b>Expenses</b>	What are the costs you'll have in a year of operation? When are these costs incurred?
<b>Revenue</b>	What do you expect to produce in volume and the average price you can obtain for your product?
<b>Budget</b>	Compare your costs and income to make sure you can cover your expenses and still have money left over.

## Fixed Costs

Costs or expenses that remain the same regardless of how much a business sells or produces (also known as indirect costs or overhead costs).

### Examples include:

- Rent or lease payments
- Salaries
- Insurance premiums
- Property taxes
- Depreciation on equipment
- Interest or loan repayments
- Business licenses

## Variable Costs

Any costs that a company incurs that are associated with the number of goods or services it produces. A company's variable costs increase and decrease with its production volume.

## Fixed Costs

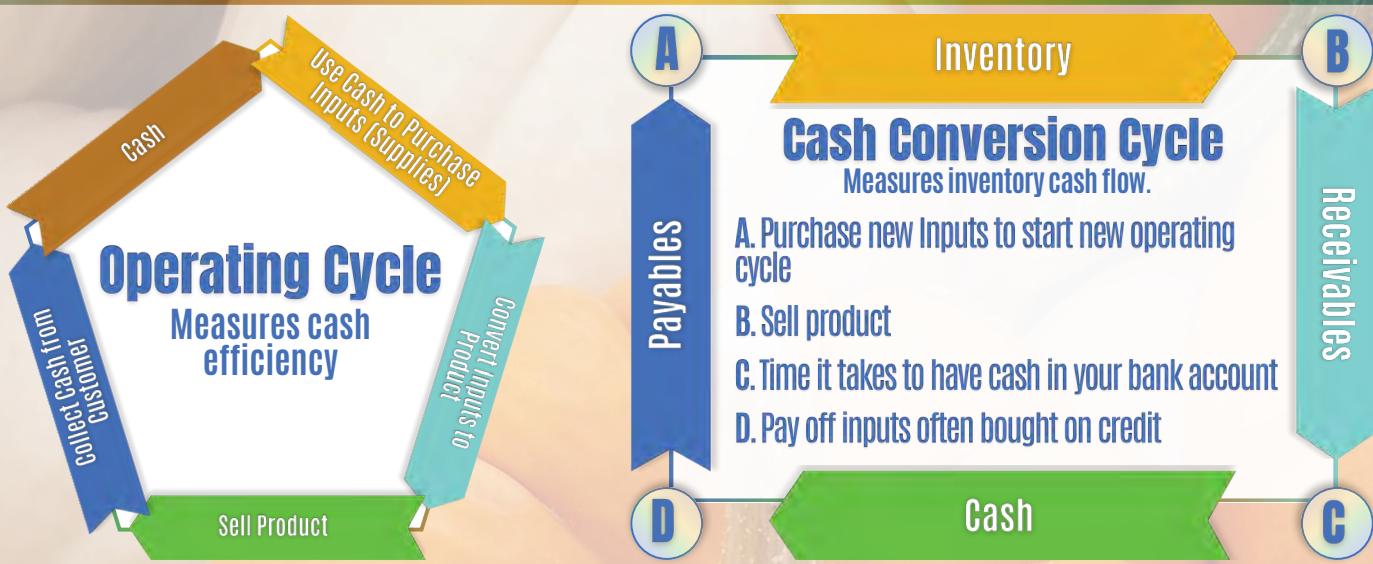
## Variable Costs

Click [HERE](#) to download our fillable cashflow excel template.

# FINANCIAL PLAN: CASH FLOW



**CASH FLOW IS THE MOVEMENT OF MONEY IN AND OUT OF A COMPANY. A HEALTHY CASH FLOW MEANS HAVING ENOUGH MONEY AT THE RIGHT TIME TO KEEP THE FARM OR BUSINESS RUNNING, TO PAY BILLS, AND TO INVEST IN FUTURE GROWTH.**



## Cash Conversion Cycle

The cash conversion cycle is how long it takes for a business to turn the money it spends to produce a product or service into a sale.

INPUT OR SUPPLY PURCHASED	DATE OBTAINED / PURCHASE DATE	PAYMENT DUE DATE
PRODUCT SOLD	SALES DATE(S)	CASH IN HAND / RECEIVABLES PAID

**Click [HERE](#) to download our fillable cashflow excel template.**

# OPERATIONAL PLAN

Creating an operational plan involves a systematic process to ensure it effectively aligns with the business's goals and facilitates efficient execution. The four main steps to complete an operational plan are:



**Define Goals:**  
Set clear, measurable, and strategic SMART\* goals that align with business objectives.

**Monitor and Adapt:**  
Track Key Performance Indicators (KPIs), review progress regularly, and adjust plans to address challenges.

**Create Action Plan:**  
Outline tasks, assign roles, determine any potential barriers, and set timelines.

**Allocate Resources:**  
Budget finances, assign skilled staff, and ensure tools and materials are in place.

\*SMART Goals are Specific Measurable Achievable Relevant Time-bound

# OPERATIONAL PLAN

Use this page to complete your Operational Plan with the guidelines from the previous page.

**DEFINE GOALS:** Set clear, measurable, and strategic SMART\* goals that align with business objectives.

**CREATE ACTION PLAN:** Outline tasks, assign roles, determine any potential barriers, and set timelines.

**ALLOCATE RESOURCES:** Budget finances, assign skilled staff, and ensure tools and materials are in place.

**MONITOR AND ADAPT:** Track Key Performance Indicators (KPIs), review progress regularly, and adjust plans to address challenges.

# EXECUTIVE SUMMARY

The Executive Summary offers a brief overview of a business plan and summarizes the most important information in a concise and compelling way.



- **Write It Last** - Draft the executive summary after completing the full business plan to capture all key points.
- **Include a Call to Action** - Specify what you want from the reader (e.g., funding, partnership, approval).
- **Seek Feedback** - Have someone unfamiliar with your business review the summary for clarity and impact.

Writing the executive summary of a business plan in just four sentences is like telling someone the best parts of a story quickly and clearly. Keep it short, simple, and exciting—just enough to make someone want to know more!

Here's how:

**SAY WHO YOU ARE AND WHAT YOUR BUSINESS DOES** Example: "We make delicious cookies with natural ingredients that everyone loves."

**EXPLAIN WHAT PROBLEM YOU'RE SOLVING** Example: "People need a financial solutions partner to help strengthen our cashflow."

**SHARE YOUR BIG GOAL OR DREAM** Example: "With the right financial partner, and many happy customers already, we're ready to grow!"

**INCLUDE A CALL TO ACTION** Example: "We're seeking a \$100,000 investment to expand our production and reach national retailers."



**Mirror Investor Language** - Research your target audience and use phrases or terms they frequently use to make the summary resonate.