



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 Title & Job Description	SKILLS & PREVIOUS EXPERIENCE	RESPONSIBILITIES & DECISION MAKING
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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.



INDUSTRY OVERVIEW

- Discuss the agricultural industry you are entering (e.g., organic farming, Indigenous food products, or livestock).
- What is the demand for these products in the market?



TARGET MARKET

- Who are your potential customers?
- Are they local community members, other businesses, or external consumers?
- What are their needs and preferences related to food, agriculture, or cultural values?



COMPETITIVE ANALYSIS

- Identify other businesses in your field.
- What makes your business unique?
- What can you learn from competitors' strengths and weaknesses?

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)



Expenses

Revenue

Budget

Fixed Costs

Variable Costs

Fixed Costs

Variable Costs

©NCIAF Business Plan | Page 8

Operating Cycle
Measures cash efficiency

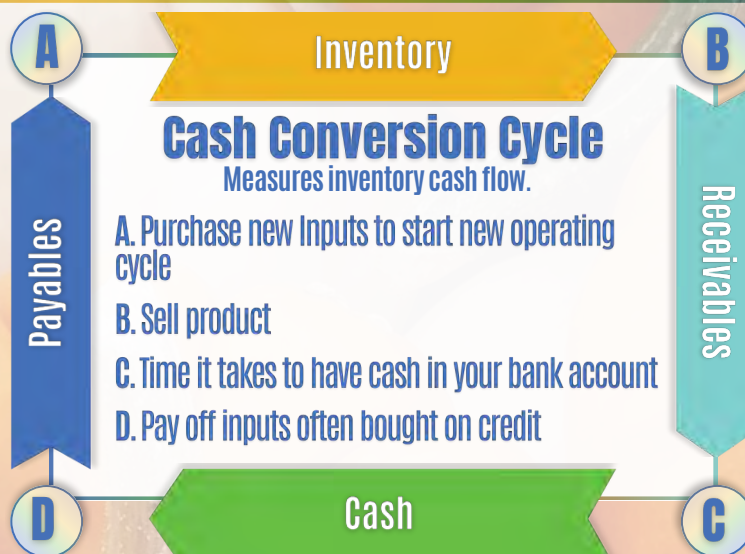
1. Collect Cash from Customer

2. Sell Product

3. Convert Inputs to Product

4. Use Cash to Purchase Inputs (Supplies)

5. Cash



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.

[illegible]

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:



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.