

The one-page PJ business plan

Write down conservative estimates. Revenue is not profit; this worksheet is for scenarios, not a guarantee.

Your idea

My ideal customer: _____

My primary sales channel: ☐ Markets ☐ Pop-ups ☐ Private parties ☐ Appointments

My first three partner businesses: _____

What makes my experience different: _____

Monthly sales assumptions

Selling events / sessions per month: _____

Purchasing customers per event: _____

Average customer order: \$ _____

Gross revenue = events × customers × order value = \$ _____

Monthly cost assumptions

Material + findings cost per sale: \$ _____

Processing and other transaction costs / sale: \$ _____

Event fees + travel / event: \$ _____

Other monthly expenses (insurance, software, advertising): \$ _____

Monthly staff cost, if any: \$ _____

Calculate operating profit

Gross revenue: \$ _____

Less total per-sale expenses: \$ _____

Less event and travel expenses: \$ _____

Less fixed monthly costs and payroll: \$ _____

Estimated operating profit, before tax: \$ _____

Reality check

How many months to recover my initial equipment cost? _____

Conservative scenario: _____ Base scenario: _____ Stretch: _____

My first real-world experiment and date: _____

Online companion

Use the interactive calculator at <https://www.bezalelandco.com/tools/earnings-calculator/>