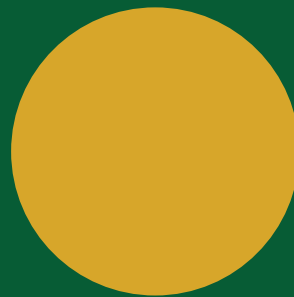


Youth Enterprise Canvas



Shape, test, and strengthen an agricultural product or service idea

TEMPLATE · YOUTH

Turn an idea into a testable enterprise model covering customer needs, value, delivery, operations, costs, revenue, risks, and evidence.

How to use this resource

Complete a first draft, interview potential customers, test the riskiest assumptions cheaply, update the canvas, and prepare records before seeking finance or entering contracts.

IMPORTANT PRACTICE NOTE

This resource is educational and is not an investment recommendation or promise of finance, revenue, market access, profitability, or business success. Verify regulations, costs, demand, technical requirements, and risks.

Start with a real customer problem

Strong enterprises solve a specific problem for a defined customer and deliver value consistently enough that the customer chooses to pay.

- Describe the customer precisely rather than saying “everyone.”
- State the problem in the customer’s own words.
- Separate evidence from assumptions.
- Test willingness to pay, not only interest.
- Start with a manageable service area or product line.

1. Customer and problem

Complete this worksheet in pen or digitally. Use one copy per enterprise, service, season, group, or learning session.

PRIMARY CUSTOMER GROUP

PROBLEM, FREQUENCY AND CURRENT ALTERNATIVE

EVIDENCE FROM INTERVIEWS OR OBSERVATION

CUSTOMER DECISION-MAKER AND PAYER

WHAT WOULD MAKE THE CUSTOMER SWITCH

2. Value proposition

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PRODUCT OR SERVICE OFFERED

PRACTICAL BENEFIT TO THE CUSTOMER

QUALITY, TIMING OR CONVENIENCE PROMISE

WHY THIS APPROACH IS CREDIBLE

WHAT IS DELIBERATELY NOT INCLUDED

3. Delivery model

Complete this worksheet in pen or digitally. Use one copy per enterprise, service, season, group, or learning session.

HOW CUSTOMERS DISCOVER THE ENTERPRISE

ORDERING, SCHEDULING AND PAYMENT METHOD

PRODUCTION OR SERVICE WORKFLOW

SUPPLIERS, EQUIPMENT AND PARTNERS

CUSTOMER SUPPORT AND COMPLAINT HANDLING

4. Economics

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SELLING PRICE AND PRICING UNIT

VARIABLE COST PER UNIT OR SERVICE

MONTHLY FIXED OPERATING COSTS

EXPECTED MONTHLY VOLUME

WORKING-CAPITAL NEED AND CASH TIMING

Test before investing heavily

Design small experiments around uncertain demand, price, technical performance, supply, logistics and repeat purchase. Define what result would support, change or stop the idea.

5. Experiment plan

Complete this worksheet in pen or digitally. Use one copy per enterprise, service, season, group, or learning session.

CRITICAL ASSUMPTION

LOW-COST TEST AND TARGET CUSTOMER

MEASURE AND MINIMUM SUCCESS THRESHOLD

TEST DATE, COST AND RESPONSIBLE PERSON

RESULT, LEARNING AND NEXT DECISION

6. Risk and responsibility

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SAFETY AND TECHNICAL RISKS

WEATHER, SUPPLY AND MARKET RISKS

REGULATORY OR PERMIT REQUIREMENTS

ENVIRONMENTAL AND COMMUNITY CONSIDERATIONS

CONTROLS, INSURANCE OR PROFESSIONAL SUPPORT

7. Ninety-day action plan

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FIRST 30 DAYS

DAYS 31–60

DAYS 61–90

RECORDS AND INDICATORS TO REVIEW

MENTOR OR ADVISER CHECK-IN DATES

Put knowledge into practice.

Use this resource alongside local knowledge, qualified technical advice, safe operating procedures, and verified market information.

ADECAT-MECHFARM

Agriculture · Mechanization · Training · Enterprise · Food Security

Website: adecat-mechfarm.org

Resource reference: AM-KH-005

For programme and partnership enquiries, use the official website contact channel.