

## WORKSHEET 01 · CHAPTER 01 · FINDING YOUR CONCEPT

# Concept Canvas Worksheet

Print, complete by hand, or use as a working review sheet.

## Instructions

Capture your venue's commercial proposition on one working document. Every field must be completed before moving to market research.

## Core Proposition

### Concept Name

Working name for the venue.

### Target Customer

Primary customer in one sentence: demographic, income bracket, and behaviour.

### Primary Occasion

The main reason a customer walks through your door.

### Secondary Occasions

Up to two additional dayparts or occasions and how each differs.

## Commercial Logic

**Price Positioning**

Average spend per head for the primary occasion, benchmarked against three competitors.

**Experience Promise**

Two sentences describing what the customer gets here that they cannot get elsewhere.

**Operational Model**

How does the venue make money: covers, drinks margin, event hire, delivery, or combination?

**Competitive Differentiation**

Two specific differences from the nearest competitors.

**Three-Sentence Elevator Pitch**

The 60-second investor, landlord, or journalist explanation.