Bussiness Plan

*TASK *   Use this canvas to structure your bussiness plans.
Fill in each section with drawings, notes, or post-it

1

Bussiness name, type and logo

2

Brief Description

What your business does and the problem it solves.
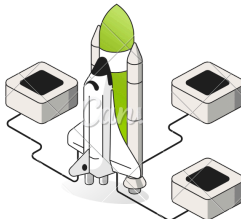
3

The Problem

What problem/need you`re solving?

4

Your Solution (Products or Services)

Describe your product or service in detail

5

Target Group

Who are your customers or users? (age, location, lifestyle)
How does it solve their problems or needs better than existing options?

6

Market Analysis

Who are your main competitors (direct or indirect)?
How are you different or better (your unique selling points)?

7

Marketing Plan

How will you reach and attract your customers (channels)?
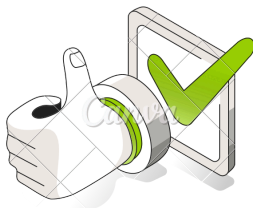(social media, word of mouth, events, promotions)

8

Operations Plan

Who will do what in your team (tasks and responsibilities)?
What resources do you need (money, materials, skills)?
Talents & strength of the management (brief description of the members of the board)

9

Financial Plan

How much will it cost to start (your start-up expenses)?
How much will you charge for your product or service (price)?
Revenue Model

10

Strategic Planning

What`s your company vision?
What`s your company mission?
What are your values?

11

Positive Impact

How will your business make a positive impact on your community, society, or environment?

12

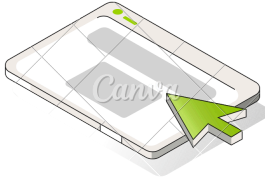## Final Summary

Where you want this venture to be in 1-2 years

Name: ClearCheck
Type: GovTech / LegalTech Startup (B2B SaaS)

Brief Description

ClearCheck is a digital platform that provides automated and manual due diligence reports for businesses, NGOs, and government bodies. It scans for corruption risks, financial red flags, legal inconsistencies, and beneficial ownership structures — making it easier to avoid high-risk contracts, partners, and vendors.
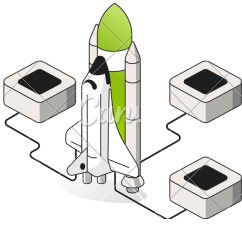
The Problem

Governments and companies often engage with suppliers, partners, and contractors without properly checking their background. This leads to corruption, money laundering, and loss of public trust. Manual due diligence is slow, expensive, and sometimes unreliable.

Your Solution (Products or Services)

AI-powered due diligence engine
Sanctions & watchlist screening
Beneficial ownership identification
Public contract history & risk scoring
Country-based risk profiles
API integrations for government procurement systems

Target Group

Government procurement agencies

Development banks

Corporates entering emerging markets

NGOs working on public projects

Auditors & investigative journalists

Market Analysis

Competitors: WorldCheck, Refinitiv, LexisNexis, Dun & Bradstreet

Our Advantage:

Affordable pricing for NGOs/governments

Transparent scoring methods

Localized data focus (e.g. Eastern Europe, Balkans, MENA)

Easy onboarding + user-friendly interface

Marketing Plan

Partner with public procurement agencies

Attend GovTech & compliance events

Offer free tools for journalists

Use case studies to show fraud prevented

Create an online training module: "How to perform digital due diligence"

Team:

CEO (vision & partnerships)

CTO (data infrastructure)

Legal Advisor (compliance)

Data Analysts (risk reports)

Journalist Liaison (press use)

Tech Needs:

Secure database system

Open data sources + API access

Cloud hosting + AI model training budget

Financial Plan

Startup cost: $250,000–500,000
Revenue model:
Subscription plans (NGOs, Govs, SMEs)
Per-report pricing for due diligence
Custom enterprise integrations
Data licensing

Strategic Planning

Mission: Make background checks affordable and universal

Vision: A world where no corrupt actor hides behind a fake company

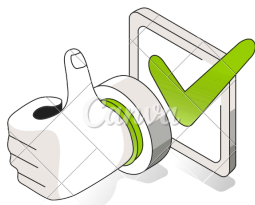Values: Integrity – Clarity – Prevention – Evidence-based decision making

Positive Impact

Prevents corruption before it starts
Reduces risk of public procurement fraud
Empowers journalists & investigators
Increases trust in global trade

Final Summary

In 2 years, ClearCheck aims to:
Serve 100+ NGOs and gov agencies
Prevent $10M+ in fraud or corruption
Become a preferred tool for due diligence in emerging markets
Build a public registry of red-flagged entities