

# Protecting the Health of Your Business

Org Name:

Use this canvas as a thinking sheet to prepare for economic and market downturns.  
Move ideas into action as necessary.

Date:

## 1 Preemptive Moves

What's this year's revenue forecast overall and monthly average?

This Year's Revenue Target: \$ \_\_\_\_\_

Monthly Average Revenue: \$ \_\_\_\_\_

## 2 "What if..." Moves

What are your trigger event(s)? (e.g. if revenue is within 10% of OpEx)

Trigger #1:

Trigger #2:

## 3 Defensive Moves

What's your cash runway? How long can you operate if revenue takes a hit?

Cash Reserve: \$ \_\_\_\_\_

Monthly Operating Expense: \$ \_\_\_\_\_

# of Months: \_\_\_\_\_

*What preemptive actions can you take to protect planned revenue?*

*What actions will you take if trigger events occur?*

*What actions will you take if revenue falls close to operating expenses?*

Acquiring New Customers

**Deal List:** List potential new business. What must you do to close the business?

**Shift:** How will you shift your strategy to aggressively secure new revenue? (e.g. incentives)

**Shift:** How will you dramatically change your acquisition strategy? (e.g. guerilla marketing)

**Critical Actions:**

**Critical Actions:**

Retaining Current Customers

**Customer List:** List customers you must retain & how.

**Shift:** What can you do differently to add value to current customers? (e.g. new offering)

**Shift:** What dramatic shift will keep customers? (e.g. new terms)

**At Risk Customers:** List those at risk & how to shore up.

**Critical Actions:**

**Critical Actions:**

Managing Expenses

**Operating Expenses:** List expenses to preemptively reduce at no harm to operations. (e.g. freeze hiring)

**Triggered Reductions:** List expenses you will cut if triggers occur. (e.g. holding capital expenses)

**Defensive Reductions:** List expenses you will cut if business continuity is in jeopardy. (e.g. headcount reduction)

Est. Annual Savings: \$ \_\_\_\_\_

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