

# Back of the Envelope Template

Sets out costs and revenue of your core business

### Core Activity

Essential service /  
business activities

**Cost-related activities:** Activities  
with costs and expenses (e.g. staff  
wage, coffee beans)


**Revenue-related activities:** Activities with  
revenue streams (e.g. coffee sales)


### Value

The benefit this  
activity creates; its  
purpose


### Costs & Revenue

The expenses or  
revenue associated  
with the activity


### Figures

How the simple math  
stacks up; are you in  
the red or the black?

Sum of all  
the costs in  
this section

### Total costs

--

Sum of all  
the revenue  
streams

### Total revenue

--

Revenue  
minus costs

### Total Profit

--

Total profit  
divided by  
total revenue

### Profit margin (%)

--