

# The Wind-Up

## Create a Pitch-worthy Business Plan



# No Business Plan Survives First Contact With Customers



## Business *Plans* -

- ...are the *execution* document that **existing companies** write when planning product-line extensions
- ...are used where customer, market and product features are known
- ...are *operations documents* that describe an **execution strategy** for addressing **known factors**



# Most entrepreneurs face a series of unknowns:

- unknown **customer segments**,
- unknown customer *needs*,
- unknown **market conditions**,
- unknown **cash flow issues**,
- unknown **supply chain** issues,
- unknown **product features**,
- etc....

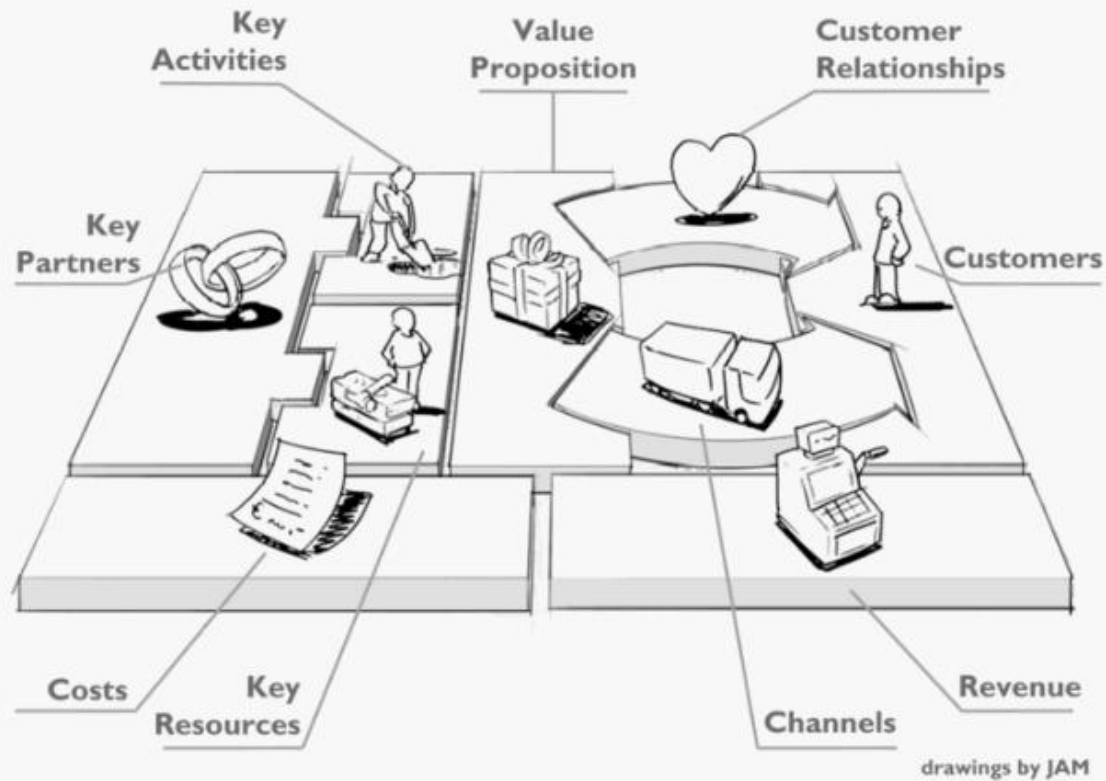


# Entrepreneurs are Startup Wranglers

- a **startup** is a *temporary organization* designed to search for a **repeatable** and **scalable** business **model**
- the **primary objective** of a startup is to **validate** its **business model hypotheses**
- only **after this point** does the startup need an **operating plan, financial forecasts** and other well-understood **management tools**



# Model Your Future...



## Business MODEL

- **identifies** the **services** that your customers **value**
- **shows** the **funds received** for the **services** your **small business renders**
- **explains** the **flow of money** *within* your **small business**

## Business PLAN

- **provides** the **details** of your **business**
- **explains** the **equipment, supplies, staff** etc. you'll need to **meet the details** of the **business model**
- **explains** the **structure** needed to **obtain** that **flow of money**



# Typical Business Plan Outline

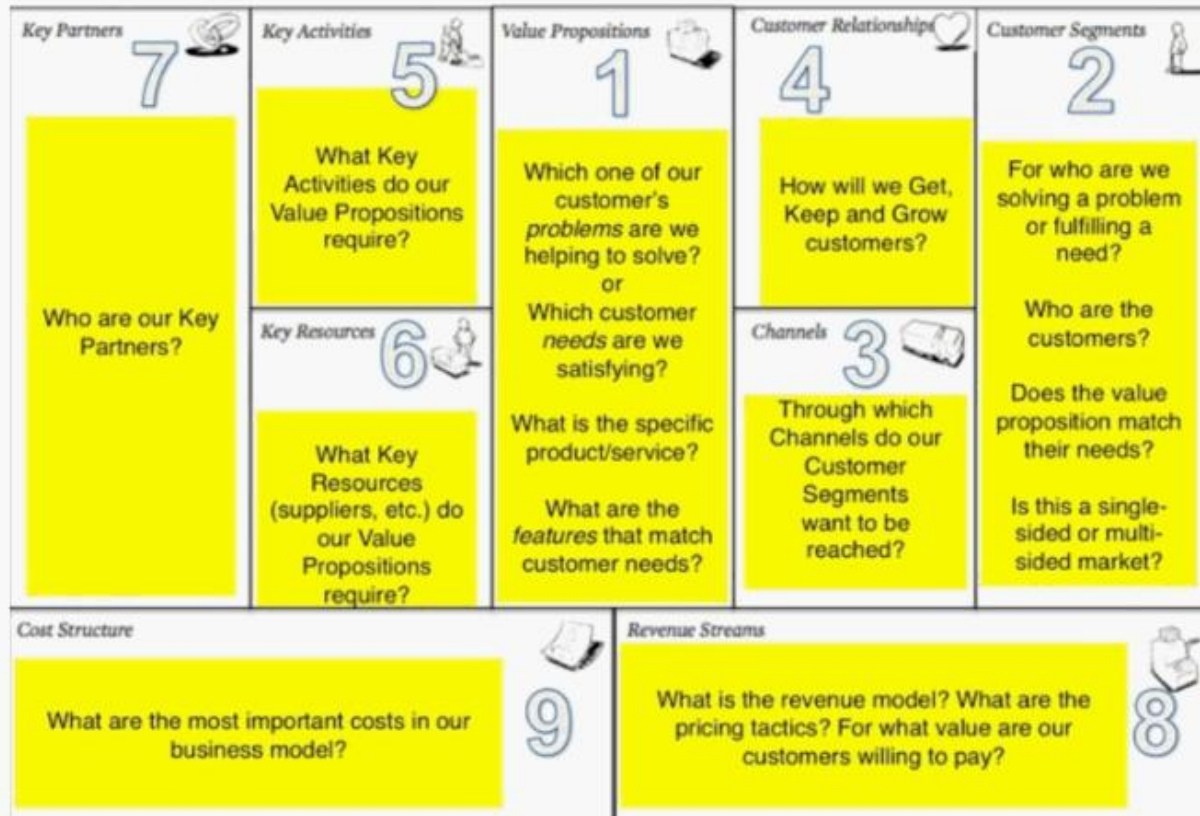
- Executive Summary
- Business History, Background and Objectives
- Business Environment
- Products and/or Services
- Present Market
- Competition
- Marketing Plan
- Management and Organization
- Business Resources
- Financial Plan

- source: [www.sba.gov](http://www.sba.gov)





# The Business Model Canvas



# Strategic Plan

- A business plan covers the “**who**” and “**what**” of your business; a strategic plan examines the “**how**” and “**when**”
- A strategic plan is an **internal** document, designed for you to turn your business model *into* a course of action
- A strategic plan is usually written **before** a business plan and, though typically *shorter* and *less detailed*, contains the seed of your final, full business plan



# Typical Strategic Plan Outline

- Executive Summary
- Mission Statement
- **SWOT Analysis**
- Company Goals
- Financial Projection
- Customer Analysis
- Industry Analysis
- Marketing Plan



# Know Thyself (& thy business)

- **Strengths**

- What do you do better than anyone else?
- What is your Unique Value Proposition?

- **Weaknesses**

- What could you improve?
- What factors lose you sales?

- **Opportunities**

- What emerging trends can benefit your business?

- **Threats**

- What obstacles do you face?



# From Strategy to Tactics

- Modelling your business and creating a strategic plan first allows you to identify what's missing or unclear in your business plan
- Your business plan should be the "**operational manual**" for your business: it's difficult to get this right before you've actually been in business for a year or so
- **DON'T RUSH!** There's **no expiration date** for seeking financing, but you can hurt your chances by approaching a bank or investor before you're ready
- Business modelling and strategic planning help you see your business the way a bank or investor will, in terms of its viability and your preparedness





# PLAN Your Business

- **DON'T** just *write a business plan*. Most business plans are, at best, works of creative fiction
- While a business plan is an essential tool in seeking financing or investing, a business plan is NOT a loan application
- **Athorough** business plan which is the result of business **modelling**, **strategic planning** and **SWOT analysis** helps you to be sure you know **how much** financing you need, **when** you'll need it and, most importantly, how to apply it so that you grow your **business** and not your **debt**.



# Resources

- ***This* presentation:**  
<https://slides.com/bluetechnitiative/business-model-review>
- The **Business Model Fiddle** - create you own Business Model online: <http://bmfiddle.com/tour.html>
- **Business Model Canvas explained:**  
<https://youtu.be/QoAOzMTLP5s>
- **SWOT Analysis Worksheet:**  
<http://www.wikiwealth.com/swot-analysis-generator>





## About Cornell Green

**Cornell Green** is an IT Services professional with over **23 years of experience** with such firms as **Lehman Brothers** and **Paine Webber**.

**Since 2010**, Mr. Green has been an **independent consultant**, working with NYC-based Small Businesses, helping them **leverage the power of technology**.



## About BTI

**Blue Tech Initiative - BTI** - is a consortium of **NYC-based IT Services** companies united in the spirit of "**co-opetition**".

These three business:  
**Communit Solutions**,  
**Openchoice IT** and **Gotcha Techs Harlem** join together to provide effective solutions for New York's Small Business community

