

How to write a business plan

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Why write a businessplan

- focus and priorities
- opportunities and threats
- business system
- interest other people
 - partners
 - personell
 - investors
 - customers

Where would you start?

- what's the problem/opportunity/
- who has that problem
 - size
 - urgency
 - means
- how can I fix that problem
 - technology
 - costs
- who is going to rain on my parade

Abell analysis
+ competition.

What investors/partners look for?

- investing takes courage / faith / trust
- focus on entrepreneur
 - clear vision
 - experience, done that been there
 - ability to learn
 - ability to share
- commitment of founders
- customer value
- business model
- competition
- investment and return.

Entrepreneur failures

- ① Lack of a clear vision
- ② a lot of demands and little sharing
- ③ confusing an investor with a sponsor
- ④ unrealistic valuations or returns
- ⑤ assume the plan can't fail

Investor failures

- ① only interested in risk/return
- ② demanding majority or control
- ③ demanding fee or salary
- ④ hidden agenda
- ⑤ demanding guarantees from entrepreneurs

Writing the business plan

Form is free

What ever tells the story.

include!

- what's the 'great idea' (innovation)
- how is it going to "make meaning" (impact)
- business model (making money)
- distribution model (marketing & sales)
- supply chain (make or buy)
- Strategic PMC analysis.

what will your
business look
like in 3-5 years

Size
meaning

Strategic PMC analysis

- who are the customers
- what is their problem
- how are we going to solve that problem
- who/what is going to (try to) stop us
- competition and alternatives
- why are customers buying from us and not from our competitors

Abell⁺

Businessplan content

Executive Summary

Product idea

management team

market and competition

pricing, margin
distribution

business system and organization

supply chain (make or buy)

value chain

cost structure

business model

partnerships

Realisation planning backcast

Risk and risk management

Investment and return

requirements

- time
- money
- knowledge

origin

- self
- borrowed
- invested

destination

- (product) development
- overheads and assets
- marketing

Financial projections

- Costing
- investment budget
- cashflow analysis
- profit & loss
- balance sheets