

'Mitch's Guide to a **Great Business Plan**'



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ASU & ACA Venture Ready Mentor

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The Excel Consulting Group[®]

HELPING

YOUR

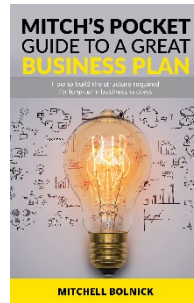
BUSINESS EXCEL!

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80% OF BUSINESSES

FAIL

IN THEIR **FIRST 5 YEARS**



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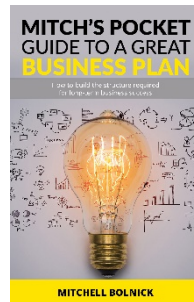
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80% OF BUSINESSES

FAIL

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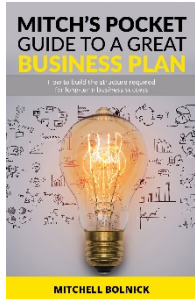
THIS IS MY "WHY"



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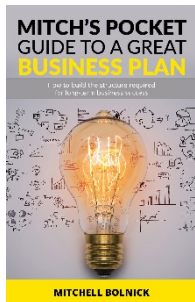
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YOUR IDEA IS
NOT A
BUSINESS



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PRODUCT/SERVICE
**YOUR ~~IDEA~~ IS
NOT A
BUSINESS**



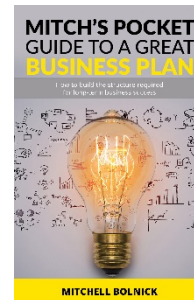
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YOUR **BUSINESS** IS

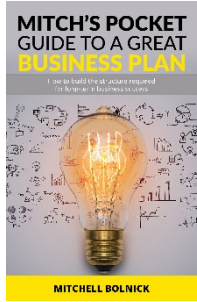
A

BUSINESS



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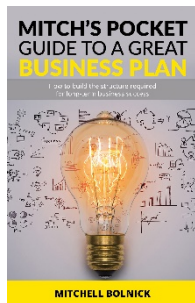
WHY ARE YOU HERE TODAY?

Structure

Measurement

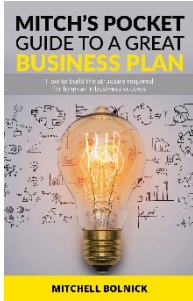
Understanding

Leadership



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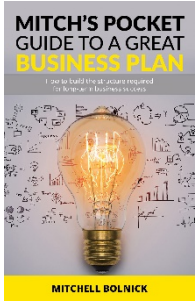


RESEARCH
RESEARCH
RESEARCH



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YOUR VISION &
MISSION ARE
YOUR BUSINESS



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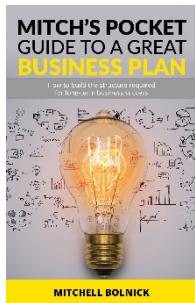
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VISION

**EVERYONE BUYS
SOMETHING TO
RESOLVE A NEED OR
PROBLEM**



THE GOOD THE BAD AND THE UGLY

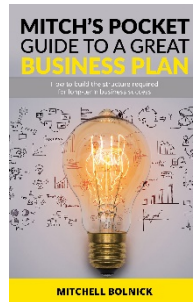


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MISSION

HOW DO YOU
PLAN TO SOLVE
THEIR ISSUE?



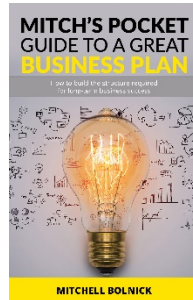
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VISION &
MISSION



WHY
YOU?



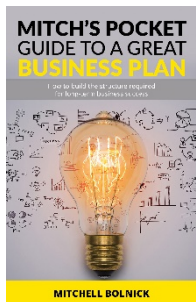
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VISION &
MISSION



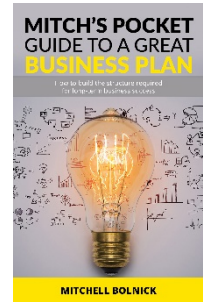
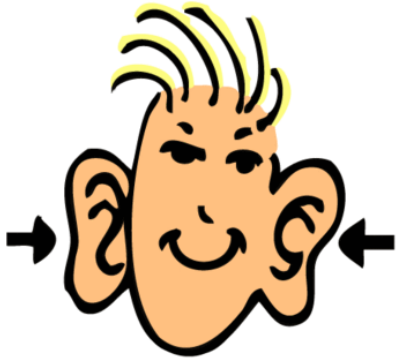
EXECUTIVE
SUMMARY



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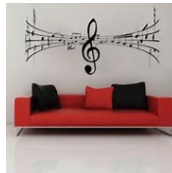
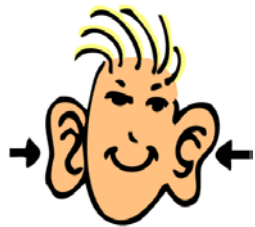
IMPORTANT NOTES:



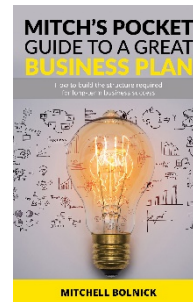
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IMPORTANT NOTES:



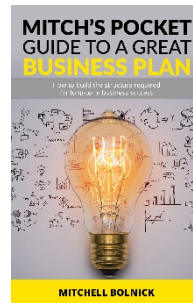
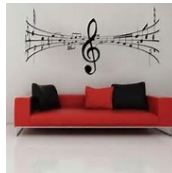
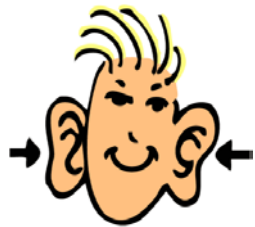
DON'T MARKET



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IMPORTANT NOTES:



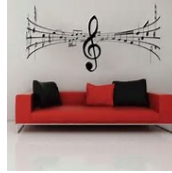
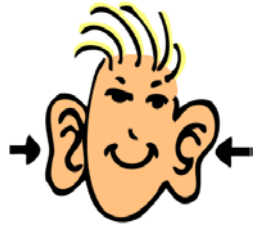
DON'T MARKET

DON'T BE REPETITIVE

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IMPORTANT NOTES:

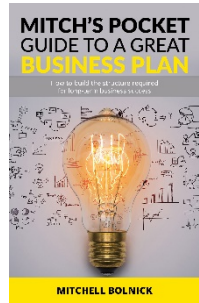


DON'T MARKET

DON'T BE REPETITIVE

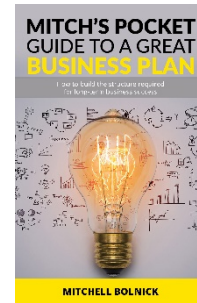
GRAMMAR & SPELLING

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PRODUCT OVERVIEW



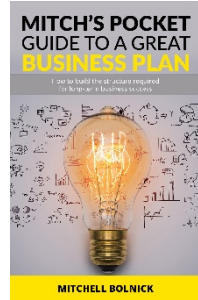
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PRODUCT OVERVIEW

How Do You
Plan To Make

\$\$\$\$\$\$



**BUSINESS
MODEL**

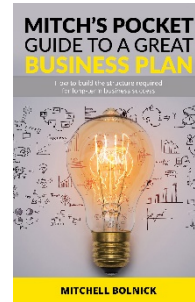


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PRODUCT OVERVIEW

Don't sell
Be Honest
Be Thorough

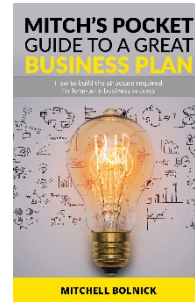


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PRODUCT OVERVIEW

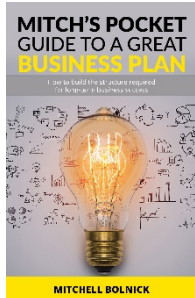
Include
The
Future



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MARKET ANALYSIS



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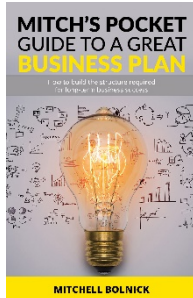
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MARKET ANALYSIS

Total Market Overview

Competition

Target Markets



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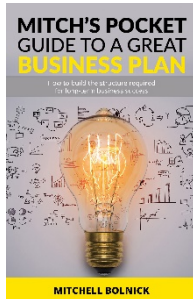
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TOTAL MARKET OVERVIEW

SIZE

GEOGRAPHY

TYPES OF PLAYERS



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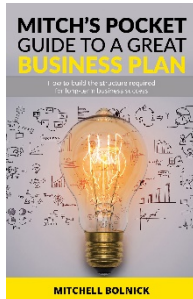
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TOTAL MARKET OVERVIEW

SIZE GEOGRAPHY

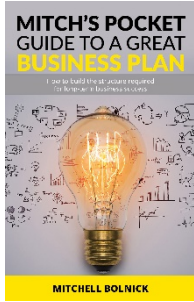
BE REAL

TYPES OF PLAYERS



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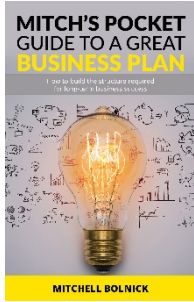


COMPETITION WHO IS TRYING TO SOLVE THE PROBLEM?



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COMPETITION WHO IS TRYING TO SOLVE THE PROBLEM?

Directly

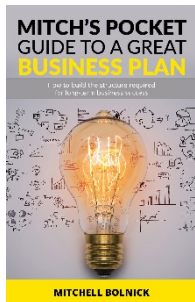
Indirectly &

Potentially



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COMPETITION

Who are they?



What do they do well?

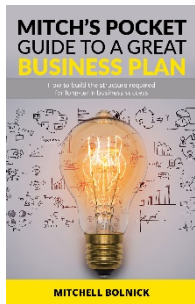
What do they do poorly?

Key Market Attributes

**BE
SPECIFIC**

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COMPETITION

Who are they?

What do they do well?

What do they do poorly?

Key Market Attributes

BE
SPECIFIC

COMPLETED
DETAILED
COMPETITIVE
ANALYSIS

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TARGET MARKETS

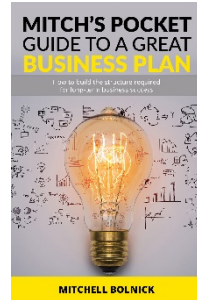
Customer Breakdown

Low Hanging Fruit

SIZE

GEOGRAPHY

TYPES OF **BUYERS**



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TARGET MARKETS

Customer Breakdown

Low Hanging Fruit



**BE
SPECIFIC**

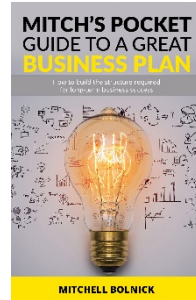
SIZE

GEOGRAPHY

TYPES OF **BUYERS**

WHY?

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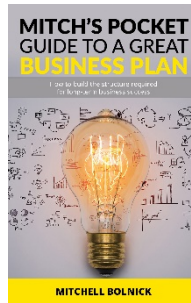
MARKETING STRATEGY

How will to attract buyers?

Channels

Methods

Tactics



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MARKETING STRATEGY

How will to attract buyers?

Channels

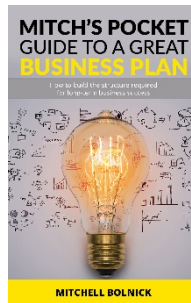
BE

Methods

SPECIFIC

Tactics

WHY?



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IMPLEMENTATION & GROWTH

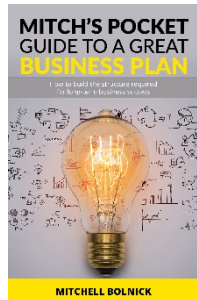
What are you going to do:

First week?

First month?

First year?

First 3-5 years?



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IMPLEMENTATION & GROWTH

What are you going to do:

WHY?

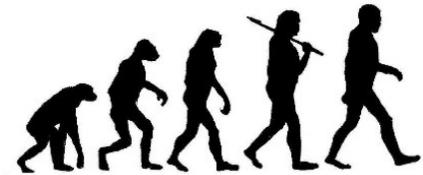
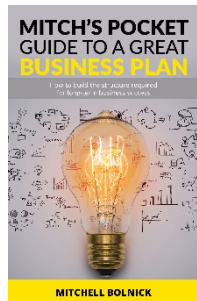
First week?

First month?

First year?

First 3-5 years?

**BE
SPECIFIC**



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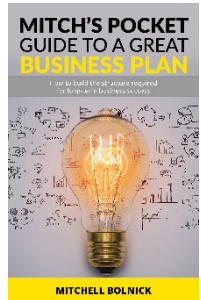
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IMPLEMENTATION & GROWTH

IMPORTANT NOTE:

Must Match

Financial Projections



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ORGANIZATIONAL STRUCTURE

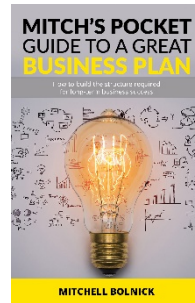
Principals

Corporate Structure

Capital Structure

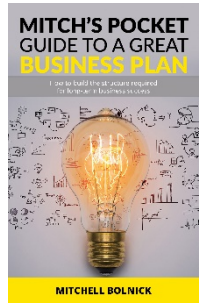
Organizational Structure

Culture/People



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FINANCIAL ANALYSIS



PRO FORMA

VOLUMES

SALES OVERVIEW

MARGIN OVERVIEW

GENERAL OVERVIEW

KEY PERFORMANCE INDICATORS

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BE
SPECIFIC

REASONABLE
ASSUMPTIONS &
CONSTRAINTS

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SWOT ANALYSIS

STRENGTHS

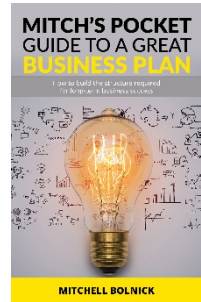
WEAKNESSES

OPPORTUNITIES

THREATS



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SWOT ANALYSIS

BE
HONEST

STRENGTHS

WEAKNESSES*

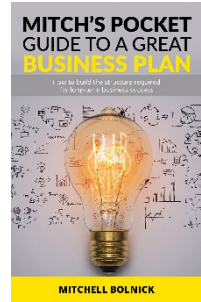
OPPORTUNITIES

THREATS*

*MITIGATION



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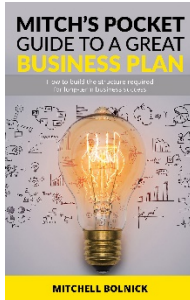


WHY?

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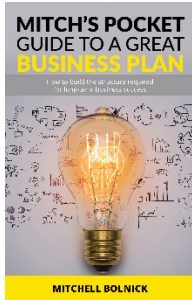
AN *OPERATIONAL* BUSINESS PLAN DRIVES IT ALL



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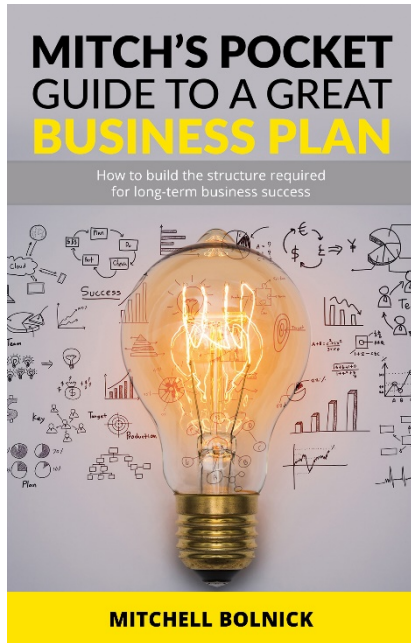
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AN **OPERATIONAL** BUSINESS PLAN
DRIVES IT ALL **INCLUDING FUNDING**



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HELPING

YOUR

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