

# CREATING A BUSINESS PLAN

# Why we are here today / Exceptions

- ❖ The primary goal of this course is to teach students how to write a business plan. A business plan's goal is to figure out how your social enterprise (for-profit or non-profit) initiative will be carried out.
- ❖ The business plan may be used to 'sell' or fund the idea to possible investors, or it may be used as a guide for the implementation phase of the business plan. It can be utilized at any step of a company's life cycle, including startup, scaling, and development.
- ❖ Before learning the details about the business plan, it is necessary to understand how to analyze the business idea. This session includes an analysis activity about how the business idea is analyzed.

# List of topics

(as in syllabus/ theoretical part)



The Executive  
Summary of a Business  
Plan



What to Include in a  
Business Plan



What to Avoid in a  
Business Plan



Tips for Preparing a  
Business Plan



# Learning points

(as in syllabus/ theoretical part)



Determine the key elements of a business plan.



Create an executive summary of their business plan, so that their readers can



Understand from it the business plan as a whole.



Prepare a sustainable business plan, with a solid marketing and financial plan



# Main activities / structure of the session

(theoretical, practical,...)



Make a presentation about the general purpose of the session and learn about the expectations of the participants



Presentation of analyzes made within the scope of activities



Activity 1.1: Analyze your business idea



Activity 1. 2: Create your own business plan!



Q&A session



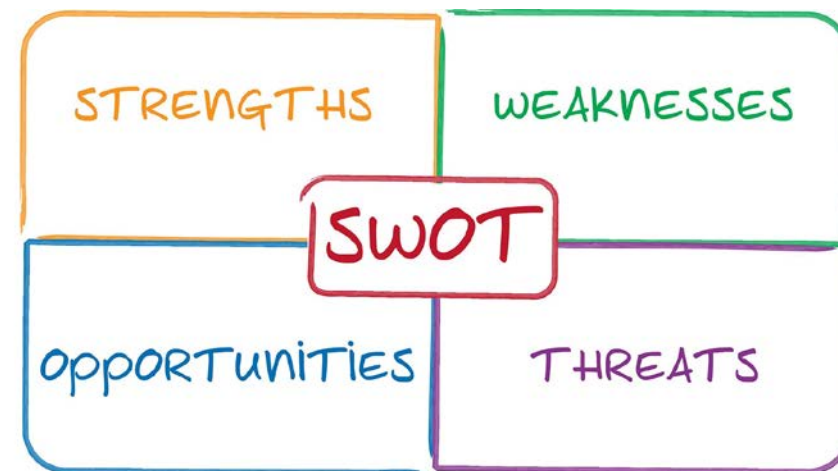
Evaluation



# What are you expected to produce

(list of concrete outputs)

Learning	Learning	Experiencing	Identifying and presenting
Learning how to analyze business idea	Learning the details of SWOT analysis and analyzing the business idea	Experiencing what to do at which stages in order to make a correct investment plan	Identifying and presenting the core elements of the investment plan



# Overview on the theoretical part

FINANCIAL DECISION TO ENSURE BUSINESS SUSTAINABILITY

# What is the purpose of a business plan?

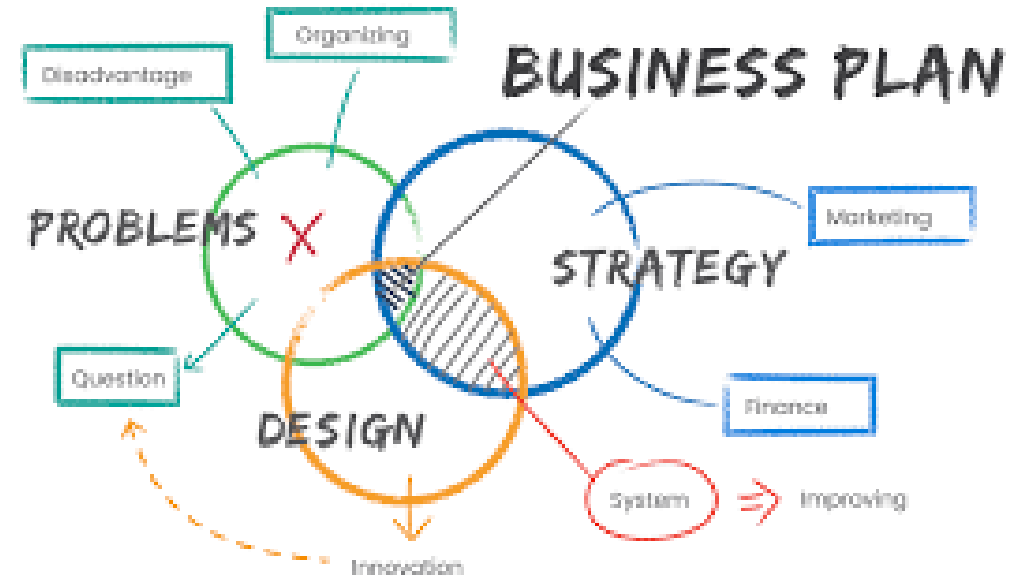
- ❖ The goal of a business plan is to communicate how your social enterprise (profit or non-profit) project will be implemented. The business plan's objective could be to 'sell' the project to potential investors or gain finance, or it could be to serve as a roadmap for implementation.
- ❖ It can be used at any stage of a company's life cycle, as well as for scaling and development.
- ❖ The work you've done so far to develop your business model (using a business model canvas or other tools) is a great starting point for drafting a comprehensive business plan.
- ❖ It provides an operational plan, which outlines which steps you will have to walk through on your way towards starting the social enterprise





# Business Plan

- ❖ It's a way of externally and internally communicating what your company is all about, as well as its values, mission, and vision.
- ❖ It's also about raising capital, particularly for start-ups, but also for current businesses to grow and flourish.
- ❖ Finally, all participants in the startup should have the same expectations and visions.



# Overview on the practical part

FINANCIAL DECISION TO ENSURE BUSINESS SUSTAINABILITY ACTIVITIES

# What we will achieve today



Participants will find that a successful business plan starts with analyzing the business idea.



We will learn what elements the business plan consists of and what information we need to have in order to prepare the business plan.



The outputs of the first activity will provide input to the next output, which will facilitate learning.



Participants will learn how to present analyzes effectively



# Activity 1.1: Creating a Business Idea

- ❖ The best way to analyse your business idea in practical way is to find its strengths, weakness and identify opportunities and threats by doing SWOT analysis.
- ❖ Enter the URL: <https://voil-platform.eu>
- ❖ Sign up
- ❖ Go to “Labs”
- ❖ Select Co-creation and transformation lab
- ❖ Select SWOT Analysis and fill in the required information
- ❖ Present your analysis

Etsy:

👍 STRENGTHS	👎 WEAKNESSES	🔗 OPPORTUNITIES	📌 THREATS
<ul style="list-style-type: none"> <li>• Only unique and rare products allowed to be sold on the platform</li> <li>• Global reach through website</li> <li>• Reliable and flexible online payment method</li> <li>• Very user-friendly website as well as App version</li> </ul>	<ul style="list-style-type: none"> <li>• Complicated rules for sellers</li> <li>• Slow delivery process</li> <li>• Huge shipping and handling costs for buyers when buying products worldwide</li> <li>• No guarantee to generate profits with the concept of handmade items</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing value by adding new products categories</li> <li>• Higher profits in some countries with growing economy</li> <li>• Increasing CSR through encouraging local artists to sell their products on Etsy</li> <li>• Continuous development of the website and App to improve buyers' shopping experience</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing competitions from other competitors like Amazon, <u>Ebay</u> and new entrants</li> <li>• Higher bargaining power of sellers</li> <li>• Different government rules and regulations in different countries</li> <li>• Vulnerable to hackers which affect the website</li> </ul>

The above example is taken from the website to be used in the activity. (<https://voil-platform.eu>)

# Activity 1.2: Create your own business plan!

<b>Key Partners</b> ⓘ <ul style="list-style-type: none"> <li>• Skype</li> <li>• Calendar Apps</li> </ul>	<b>Key Activities</b> ⓘ <ul style="list-style-type: none"> <li>• Platform Development and Maintenance</li> </ul>	<b>Value Proposition</b> ⓘ <ul style="list-style-type: none"> <li>• Free Video Conferencing that works well</li> <li>• Video Conferencing with longer duration and professional features</li> </ul>	<b>Customer Relationships</b> ⓘ <ul style="list-style-type: none"> <li>• Self-Service</li> <li>• Customer Support (phone and chat)</li> </ul>	<b>Customers</b> ⓘ <ul style="list-style-type: none"> <li>• Worldwide Internet Users</li> <li>• Business Users (Enterprise, Education, Govt, Healthcare)</li> </ul>
	<b>Key Resources</b> ⓘ <ul style="list-style-type: none"> <li>• Zoom Platform</li> <li>• Proprietary Video Compression Codec</li> </ul>		<b>Channels</b> ⓘ <ul style="list-style-type: none"> <li>• Website zoom.us</li> <li>• Zoom App (mobile and desktop)</li> </ul>	
<b>Costs</b> ⓘ <ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Platform Development and Maintenance</li> </ul>		<b>Revenue Streams</b> ⓘ <ul style="list-style-type: none"> <li>• Free</li> <li>• Subscription Plans</li> </ul>		

# Activity 1.2: Create your own business plan!

Using the idea you have already developed and analyzed in the previous exercises, develop the business plan by following the steps below:

- Enter the <https://voil.startup.ngo/> platform
- Go to "Labs"
- Select Co-creation and transformation lab
- Select Business Model and fill in the required information
- Present your plan

