



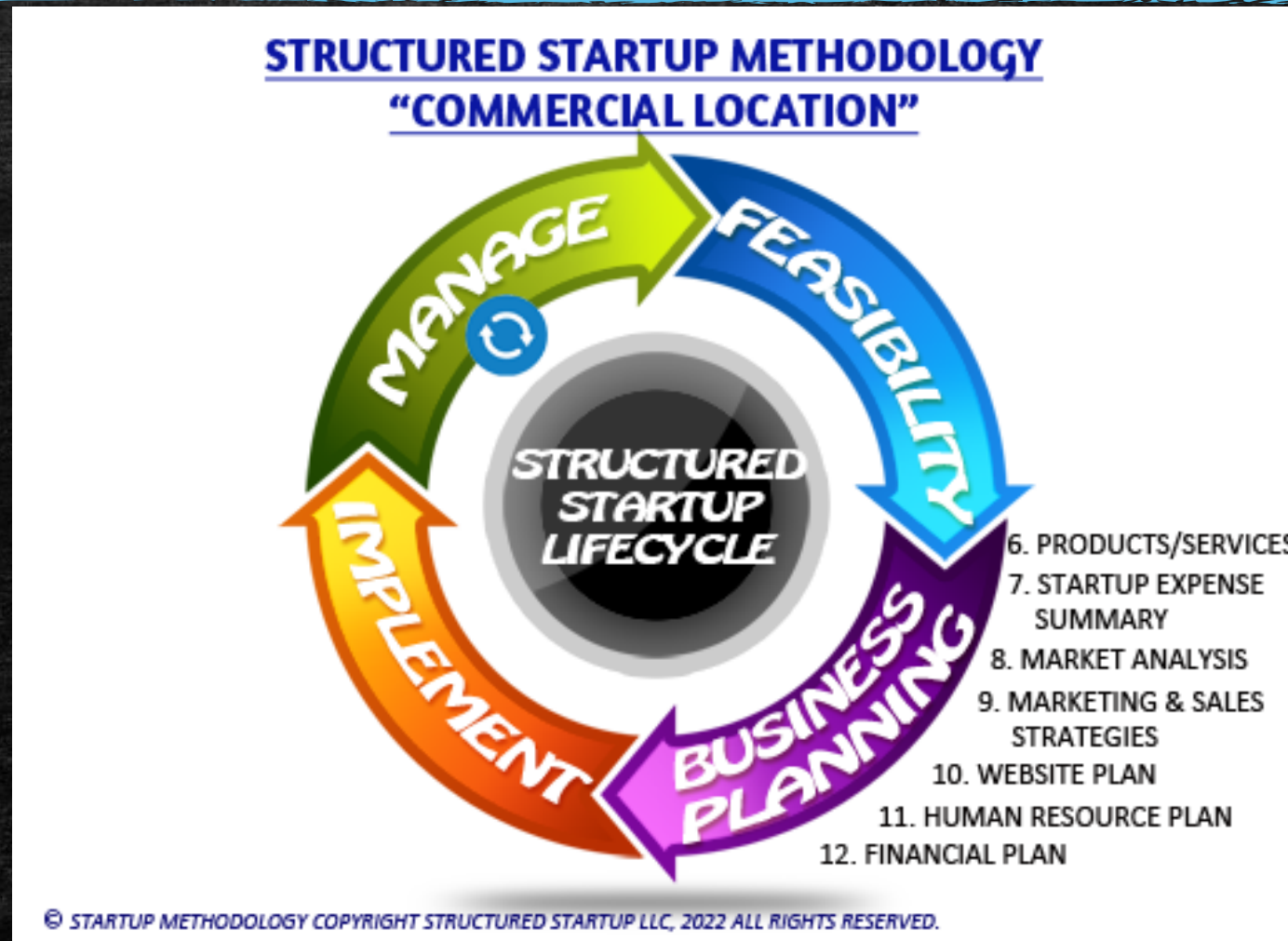
Executive Presentation:
Entrepreneurship

By Robert V. Connolly

*"The only place where success comes before work is
in the dictionary."
-- Vidal Sassoon*

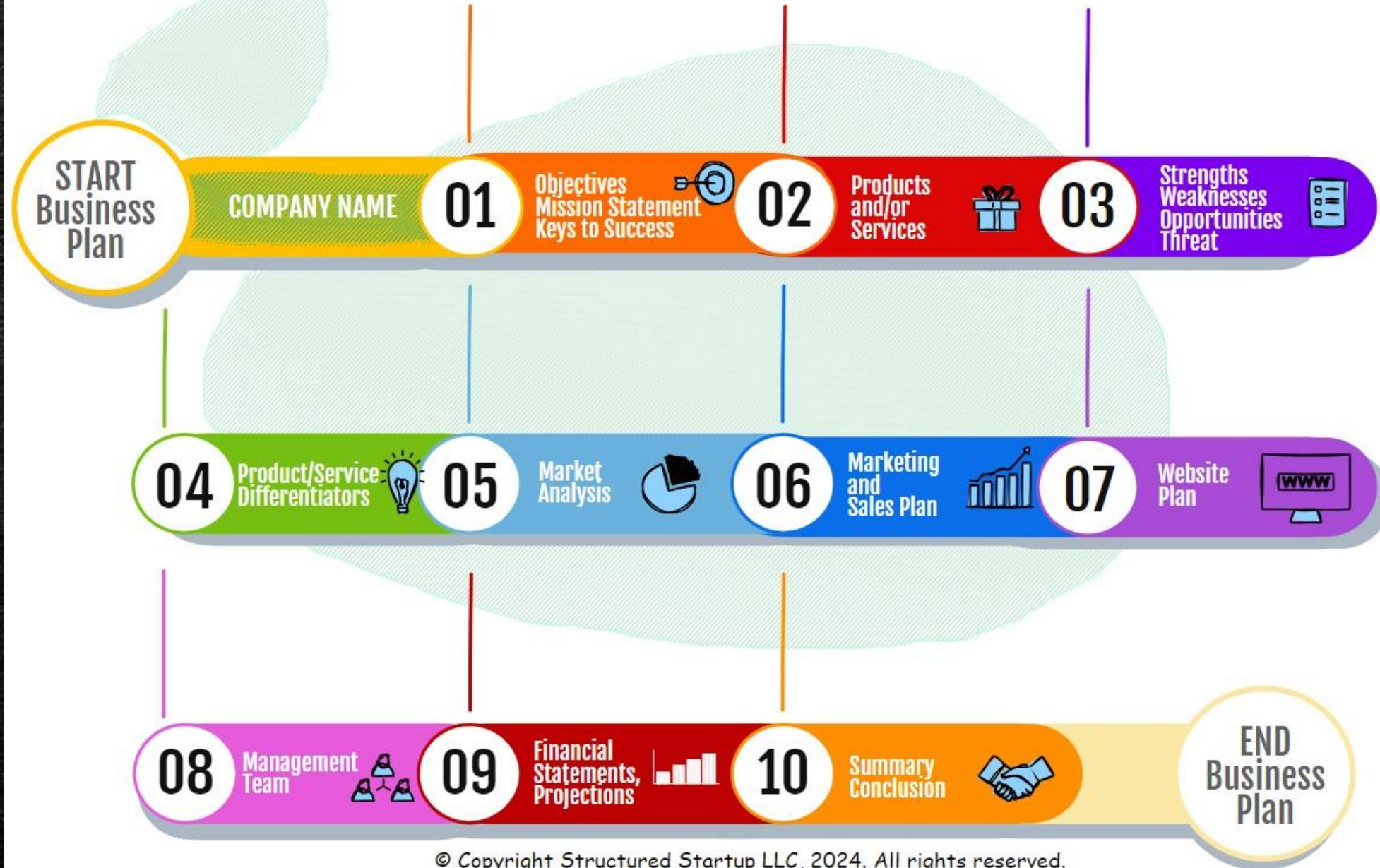
The Business StartUp Methodology

Business Planning Phase



Business Plan Components

BUSINESS PLANNING



Business Planning

Reasons to plan well...



- 👉 If you are **seeking funds** from SBA, lending institutions, venture capital (VC) investors.
- 👉 To be sure your **"Start-Up Costs"** realistic?
- 👉 **Product businesses** usually require **more investment** than service businesses.
- 👉 **"Bootstrapping"** is much harder for product businesses than service businesses.



Business Planning

Case Study Business Plan Introduction Example



Company Summary:

- ➔ **"Structured Startup, LLC"** is located in St. Petersburg, FL.
- ➔ It makes and sells entrepreneurial education products and services to corporate and education markets focused on helping entrepreneurs.
- ➔ The company is committed to consumer-driven high quality instructional design and education utilizing state-of-the-art automated software and training techniques.
- ➔ In addition to the educational offerings, Structured Startup, LLC will build and automate an entrepreneurial methodology product to further "engineer" the startup process.

Business Planning

Case Study Business Plan Introduction Example



Company Ownership:

- StartUp Solution's legal business form is a **Limited-Liability Company (LLC)**. Three executives make up the company.
- R. Cee, R. Beach and T. Beach will function in the roles of Chief Executive Officer (CEO) chief creative officer (CCO), chief learning officer (CLO) respectively.

Business Planning

6. Products & Services Example



This BP topic explains the products and services you will sell.

Structured StartUp, LLC will offer these products and services:

1. Training & Education
2. Education Automated Products
3. E-Learning courseware modules, e-books and hardcopy books.

"Structured StartUp, LLC employs a development process that produces instructionally sound, engaging programs aligned with institutional goals exceeding applicable accreditation and/or compliance standards."



Business Planning

6. Products & Services Example (continued)



Training Title	Description	Base Charge
Starting a Business 101	35-hours spanning 5 days of classroom training (maximum 10 participants)	\$10,000
Business Planning for Funding or Sale	14-hours spanning 2 days of classroom training (maximum 10 participants)	\$4,000
Successful Business Implementation	14-hours spanning 2 days of classroom training (maximum 10 participants)	\$4,000
Successful Business Management	28-hours spanning 4 days of classroom training (maximum 10 participants)	\$8,000
Market & Competitive Analysis	14-hours spanning 2 days of classroom training (maximum 10 participants)	\$4,000
Sales & Marketing Strategies & Management	28-hours spanning 4 days of classroom training (maximum 10 participants)	\$8,000



Business Planning

6. Products & Services Example (continued)



Product Title	Description	Base Charge
Methodology Business Planning for Startup Module	Automated Methodology	\$2,000 per seat
Market & Competitive Analysis Module	Automated Market Analysis	\$1,000 per seat
Sales & Marketing Strategies & Management Module	Automated Sales/Marketing	\$1,500 per seat

Consulting Activities	Description	Base Charge
Actual Business Startup Activities	Onsite consulting	\$2,000 per day
"Train the Trainer" Activities	Onsite consulting	\$2,000 per day

Business Planning

7. StartUp Expense Summary Example (continued)



3	Requirements	
4		
5	Startup Expenses	
6	Legal	\$1,000
7	Annual State Fees	\$240
8	Insurance	\$200
9	Website domain and hosting	\$110
10	Stationary/ Business Cards	\$500
11	Office Supplies	\$400
12	Wireless Network	\$100
13	Memberships/Subscriptions	\$450
14	Courseware & BP software & License	\$8,000
15	Office & Accounting software	\$2,000
16	Total Startup Expenses	\$13,000
17		
18	Startup Assets	
19	Cash Required	\$100,000
21	Other Current Assets	\$0
22	Long-term Assets	\$13,000
23	Total Assets	\$113,000

☞ You will have many expenses before you begin operating your business.

☞ Estimate expenses accurately, then plan where you will get sufficient capital.

☞ A Business Plan is really a research project, the more thorough your research, the less chance you will leave out important expenses or underestimate them.

Business Planning

7. StartUp Expense Summary Example (continued)



	A	B
1	Startup Funding	
2	Startup Expenses to Fund	\$13,000
3	Startup Assets to Fund	\$113,000
4	Total Funding Required	\$126,000
5	Assets	
6	Non-cash Assets from Startup	\$13,000
7	Cash Requirements from Startup	\$100,000
8	Additional Cash Raised	\$9,000
9	Cash Balance on Starting Date	\$109,000
10	Total Assets	\$122,000
11	Liabilities	
12	Current Borrowing	\$30,000
13	Long-term Liabilities	\$0
14	Accounts Payable (Outstanding Bills)	\$0
15	Other Current Liabilities (interest-free)	\$0
16	Total Liabilities	\$30,000
17		
18	Capital	
19	Planned Investment	
20	R. Cee	\$35,000
21	R. Beach	\$35,000
22	T. Beach	\$35,000
23	Additional Investment Requirement	\$0
24	Total Planned Investment	\$105,000
25	Loss at Startup (Startup Expenses)	(\$13,000)
26	Total Capital	\$92,000
27	Total Capital and Liabilities	\$122,000
28		
29	Total Funding	\$135,000

- ✓ Explain the list of startup expenses (expenses you have before you start the business in the first month). Typical startup expenses include legal expenses, expenses for developing logo and stationery, and for setting up an office.
- ✓ List the assets you want to have in the company as it starts.
- ✓ Describe how you intend to finance both the expenses and the initial assets, which means borrowing money and bringing in new investments.

Business Planning

8. Market Analysis

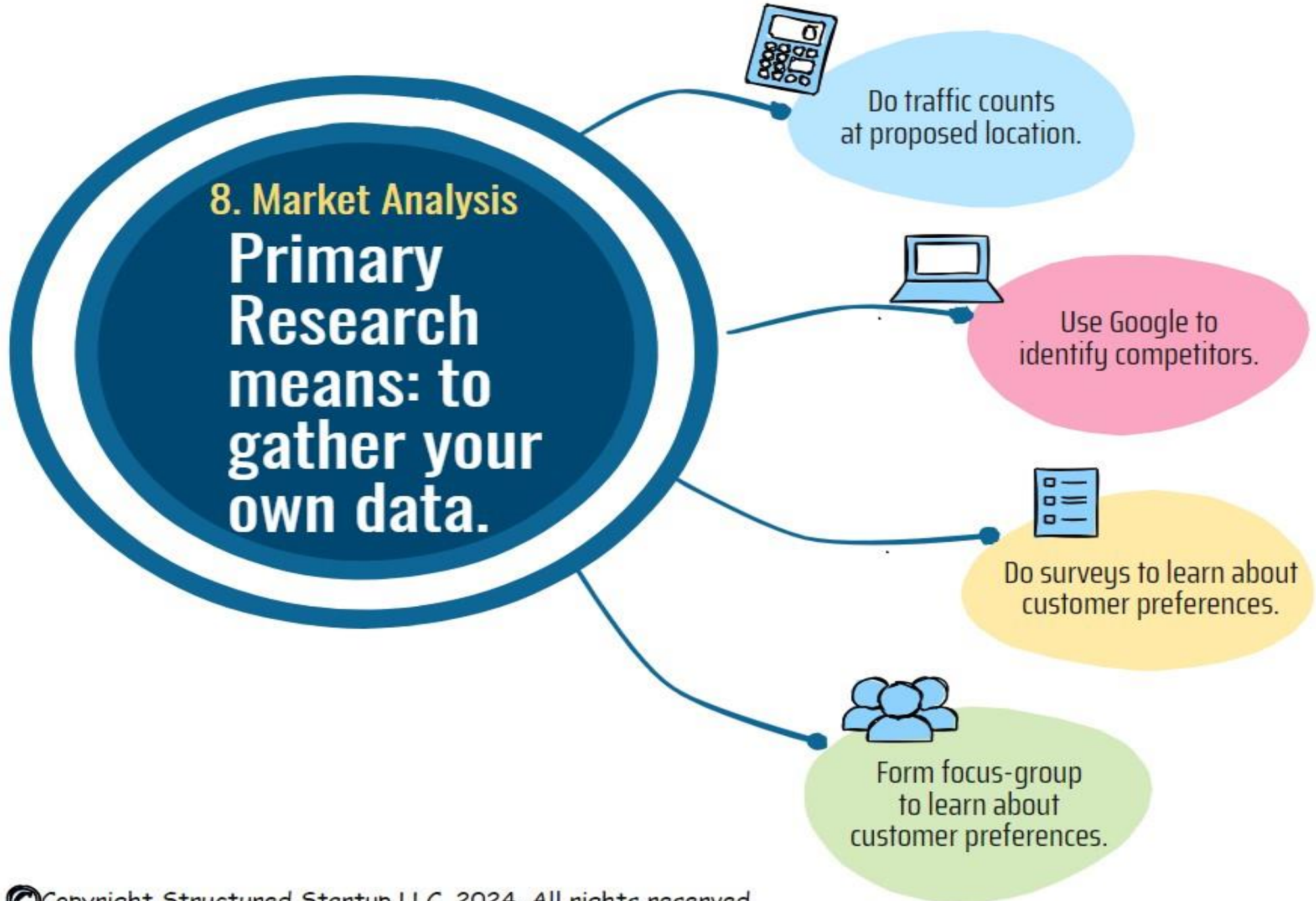


Market research - Why?

- ☞ It is dangerous to assume that you already know about your intended market.

Market research - How?

- ☞ Conduct **Primary Research** gathering your own data.
- ☞ Conduct **Secondary Research** getting published data.



8. Market Analysis Secondary Research means: to use published information.



Find industry profiles, trade journals, newspapers, magazines, census data, demographic profiles, etc.



Find in libraries, industry associations, Chambers of Commerce.



Also from vendors who sell in your industry & from gov't agencies.

Also...



IT'S ABOUT THE ECONOMICS



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How could the following affect your company?

- Change in technology, government regulations, economy, changes in your industry?

How will you overcome the barriers?



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Business Planning

8. Market Analysis (continued)



About Your Product

In the Business Plan *Products and Services* section list the **Features and Benefits**.

List all major products or services, then for each product or service:

- ✓ Describe the most important features. What is special about it?
- ✓ Describe the benefits. That is, what will the product do for the customer?
- ✓ What after-sale services will you give? Some examples are delivery, warranty, service contracts, support, follow-up, and refund policy.

Business Planning

8. Market Analysis (continued)



About the Customers

Identify your targeted customers, their characteristics.

For customers in general:

Age, Gender, Location, Income level, Occupation, Education, etc.

For business customers:

Industry, Location, Size, Quality, Technology, Price, Preferences, etc.



Business Planning

8. Market Analysis (continued)



	A	B	C	D	E	F	G	H
1	Market Analysis							
2		Year 1	Year 2	Year 3	Year 4	Year 5		
3	Potential Cus	Growth						CAGR
4	Corporate	25%	160,000	200,000	250,000	312,500	390,625	25.00%
5	Higher Education	20%	200,000	240,000	288,000	345,600	414,720	20.00%
6	Total	22.30%	360,000	440,000	538,000	658,100	805,345	22.30%

- **Structured StartUp** is competing for training and education, and e-learning business in the corporate and educational sectors.
- **Structured StartUp** projects it will do \$360,000 worth of business in Year 1, representing a training and education objective of ten to twelve clients requiring training, courseware and methodology products for minimum engagement of \$36,000. Of the \$360,000, the partnership estimates that approximately 55% will come from higher-ed clients and 45% from corporate clients.
- **Booz Allen Hamilton estimates the compound annual growth rate for the two sectors is: Higher education = 20% and Corporate=25%.**

Business Planning

9. Marketing & Sales Strategies

[MARKETING FUNNEL]



Awareness

Advertising & marketing materials to increase brand & product awareness

Consideration

Create a deeper connection to target audience with personalized marketing & re-targeting

Purchase

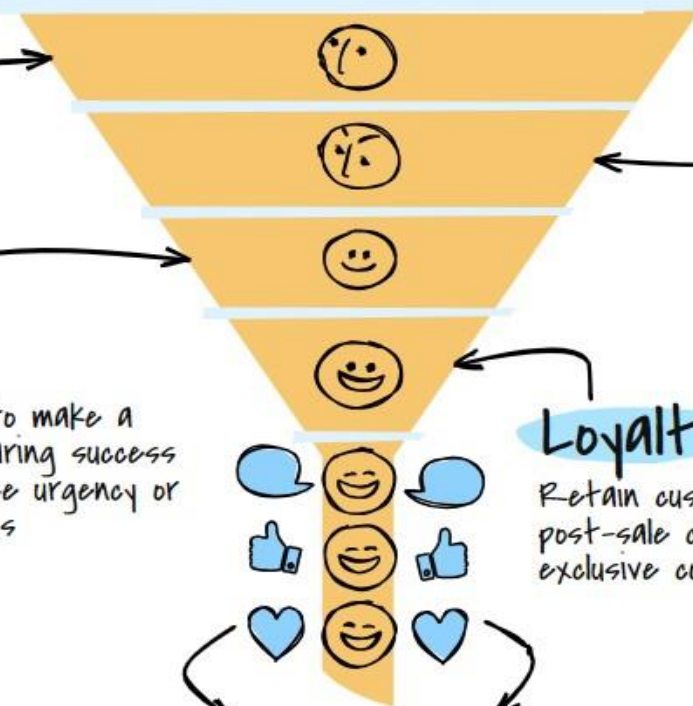
Convince prospects to make a purchase through sharing success stories, reviews & use urgency or scarcity based promos

Loyalty

Retain customers through excellent post-sale customer service, bonuses, exclusive content, deals, etc.

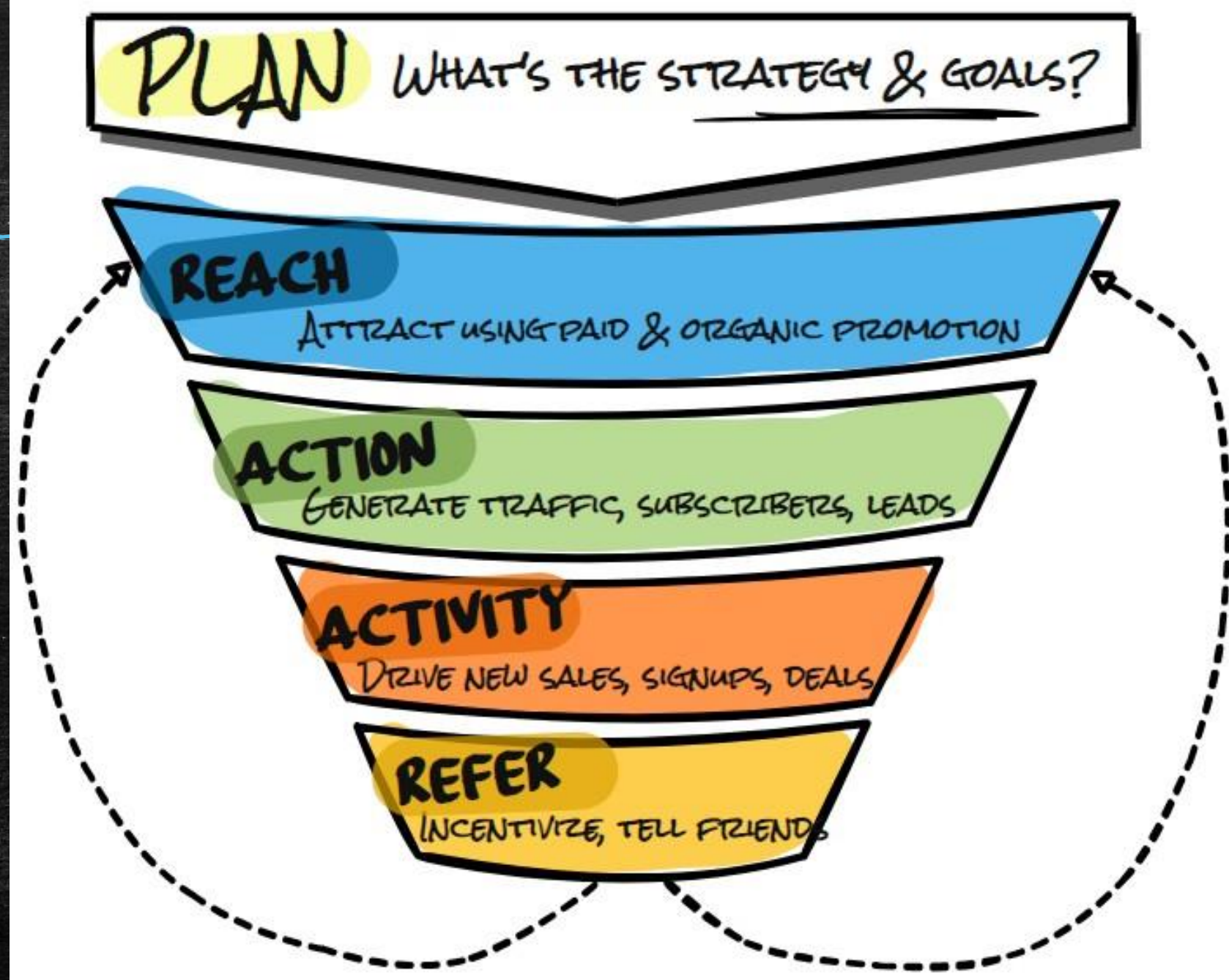


Turn loyal customers into super fans who tell all their friends and colleagues about your amazing product, service, experience!



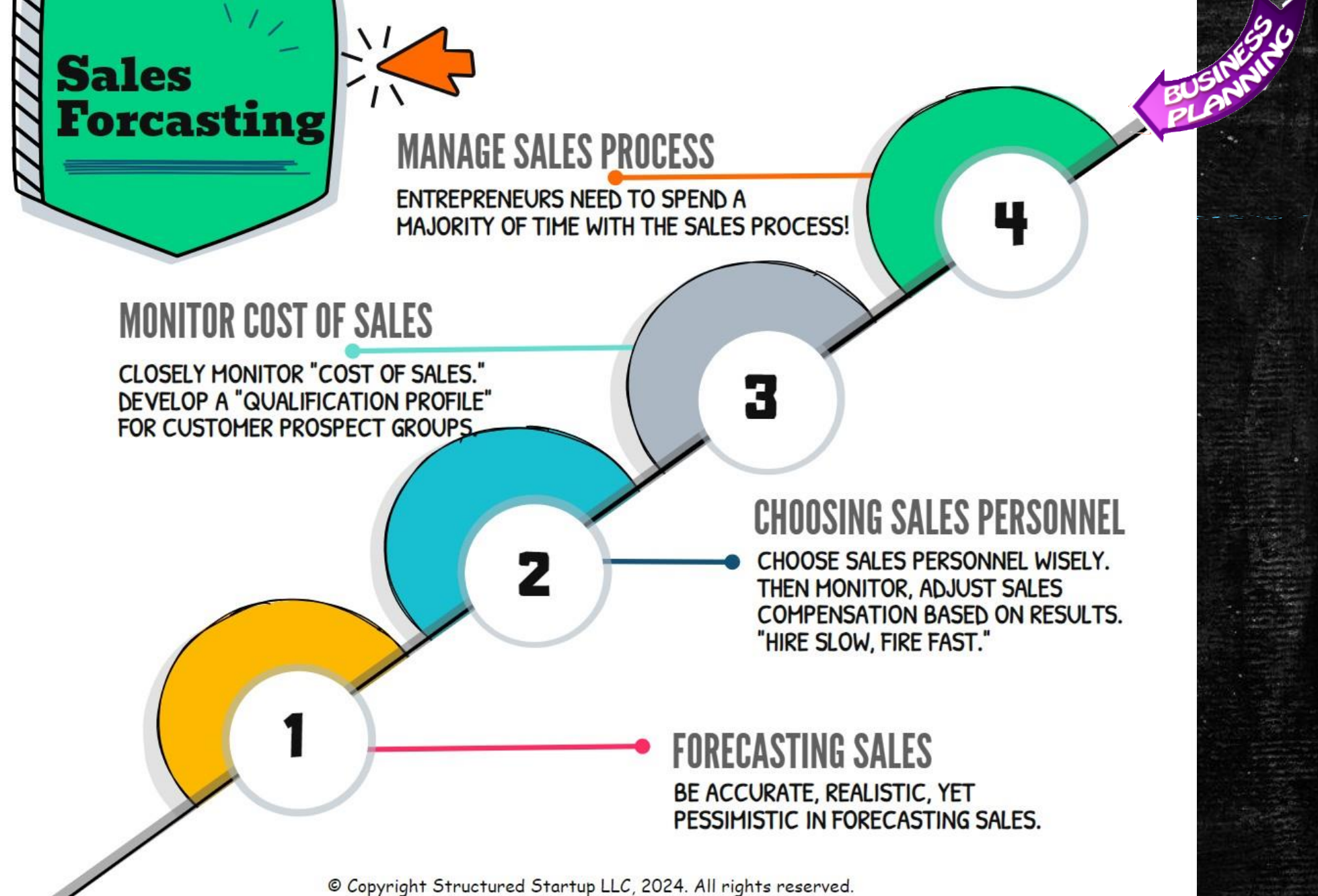
Business Planning

9. Marketing & Sales Strategies



Business Planning

9. Marketing & Sales Strategies



Business Planning

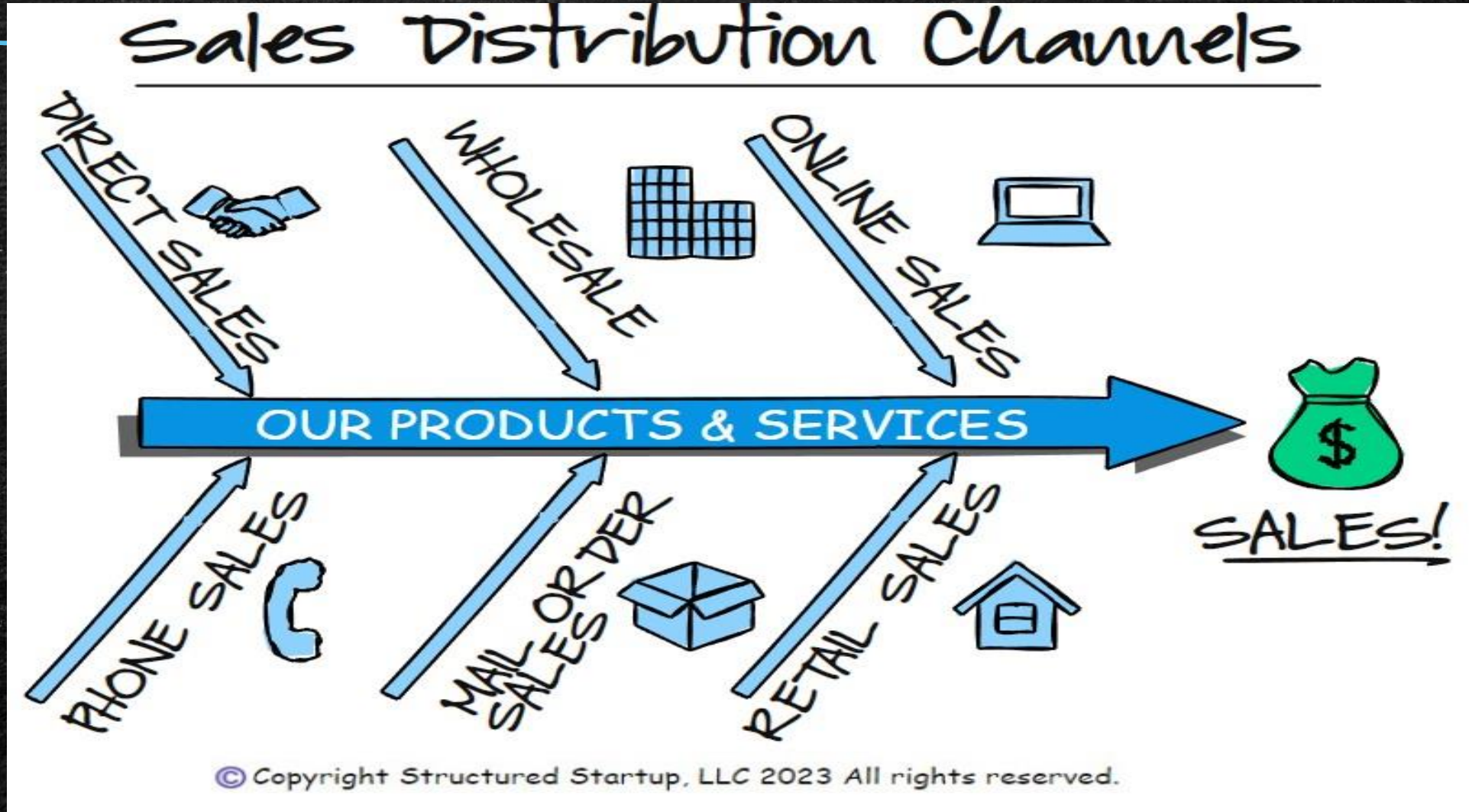
9. Marketing & Sales Strategies (continued)



- ☑ Entrepreneurs must assume many roles and responsibilities when starting a business.
- ☑ The “sales management” role is probably the most important responsibility you will ever have.
- ☑ **Study this process, learn this process, and understand what to look for in sales personnel when it’s time to hire.**

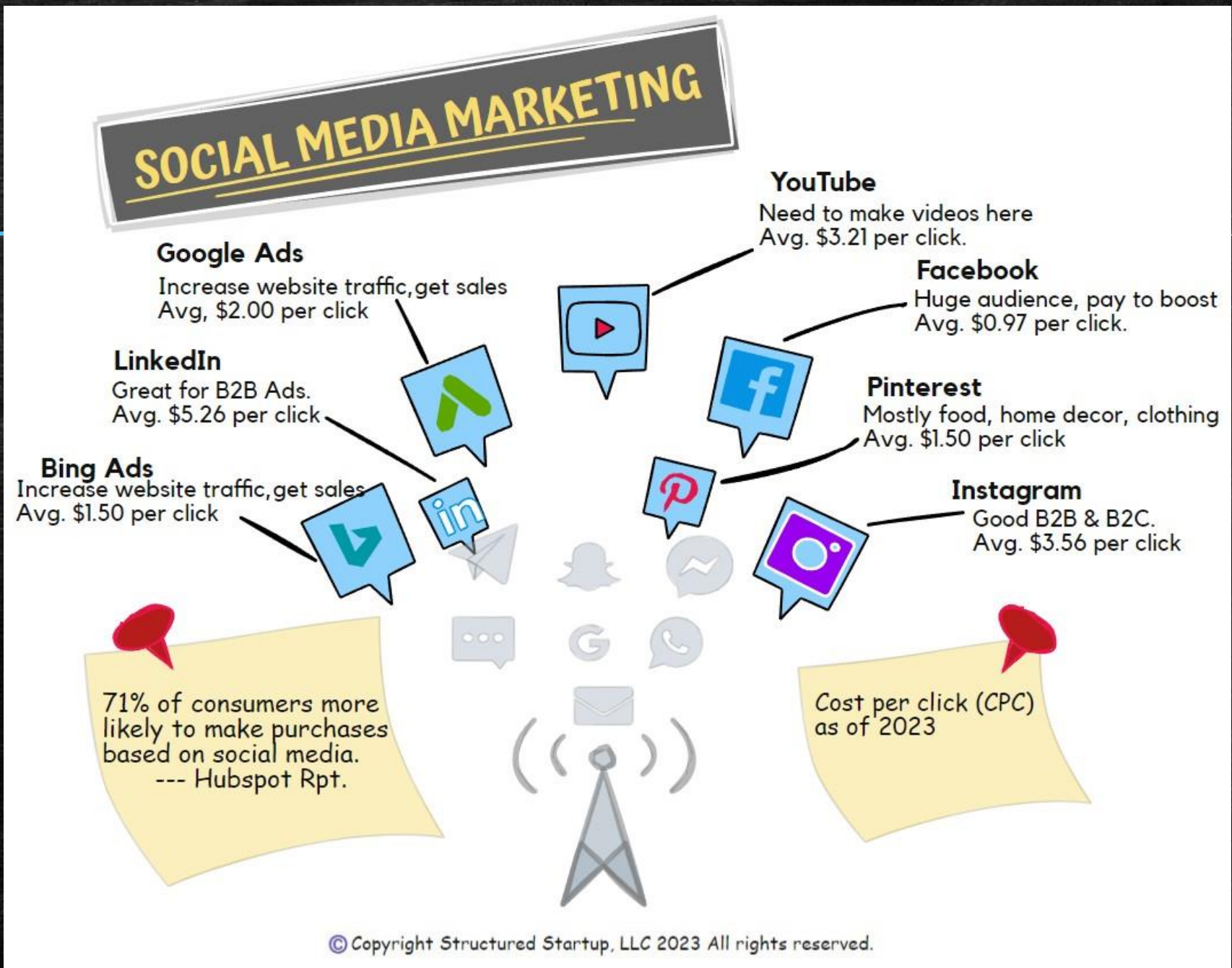
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9. Marketing & Sales Strategies (continued)



Business Planning

9. Marketing & Sales Strategies (continued)



*End of sample
courseware.*