**Entrepreneurship Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Ch. 3 – Business Plan**

**Creating a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Helps entrepreneurs make realistic **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** about starting and operating a business.
* The business plan is a physical statement of business **\_\_\_\_\_\_\_\_\_\_\_\_** and how the entrepreneur will **\_\_\_\_\_\_\_\_\_\_\_\_**them.
* The entrepreneur must decide a chosen **\_\_\_\_\_\_\_\_\_\_\_\_** and **\_\_\_\_\_\_\_\_\_\_\_\_\_** to deliver.

**12 Parts of a Business Plan**

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| --- | --- |
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**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Summary and Direction**

* The component of a business plan that reviews what the business is and how it plans to **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** .

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Plan**

* How a company will be **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.
* Defining the importance of technology in operating and managing a business.

**3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be asked:**

* Will the entrepreneur be the only **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**?
* How **\_\_\_\_\_\_\_\_\_\_\_\_**employees are needed for the business to function?
* How much will the business have to profit to **\_\_\_\_\_\_\_\_\_** more employees?

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Plan**

* Strategy for how a business will generate **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.
* Marketing plans include:
* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** for how products are **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** to customers, copyrights, trademarks and patents.

**Market \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Done to investigate the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_** of their product or service.
* Analyze the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** their business operates in and collect information about prospective consumer needs and wants.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Plan**

* The most **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** part of a Business Plan on how to **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** a start-up.
* Financial Plans are strategies on how
  + A business **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** start-up capital
  + Identifying **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of financing
  + Assesses **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** and **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of resources.
* May need to use external **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** to supplement your **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** to ensure costs are interpreted properly.
  + Consulting others; an accountant, another businessperson or internet resources.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – income earned by businesses.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – costs expected to incur.

**\_\_\_\_\_\_\_\_\_\_** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Financial Statements

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of what the entrepreneur expects out of the sales and expense of the business.
* Gives an entrepreneur and future investors a good idea of what the finances might look like in the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

**3 Factors are Forecasted in \_\_\_\_ \_\_\_\_\_\_\_\_\_Financial Statements**

1. **Projected \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and Revenue**

* Entrepreneurs look at **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**, market analysis and other factors to develop an expectation of profit.
* Pro forma **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_** – statement of profit expectations within a financial statement.

2. **Projected \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Summarize what can be **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** for input and output of money in their venture.
* Entrepreneurs look at investments, expenses and operational costs that **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** business cash flow.
* Pro Forma **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_** Statement - Statement of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** expenses and revenue within a financial statement.

3. **Projected \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* The total value of a business determined by assets **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** liabilities.
* **\_\_\_\_\_\_** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Balance Sheet – Statement that explains the company’s **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** net worth.

**Appendix**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** portion of the business plan.
* Provides all **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** information needed.
* Including:

**Business Plan \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Used to help **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** the Business Plan.
* Business Model **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** template is used to sketch out the details specific to the business.

**9 Areas Outlined in Business Canvas Model**

Helps the entrepreneur determine the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of products/services to their customers.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Segments**

* + Define customers into categories based on **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** attributes and behavior.

2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Propositions**

* + Outlines the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** a product/service brings to a customer segment.
  + This is the reason customers **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** one business over another.

3. **Key \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* + Necessary **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** that must be taken to deliver a value proposition.
  + Activities vary based on business type.
  + For example:

4. **Key \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** needed to create a value proposition.
  + For example:

5. **Key \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* + Businesses don’t work alone. There are **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** that make a business work; a network of alliances help businesses to reach its goals.
  + Examples:

6. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* + Avenues for business to deliver value propositions to customer segments.

7. **Customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* + How will customers **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** be maintained.
  + For example: Level of interaction and communication.

8. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Streams**

* + **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of revenue reflect the value customers are willing to pay.
  + Many forms exist:

9. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Structure**

* + Calculate **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** they will incur.
  + Careful analysis of **\_\_\_\_\_\_**resources, activities and partnerships are defined.

Draw and Label the **Business Model Canvas** (pg. 49 in book)

A business will need to **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** and **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** business plans of their competitors to determine the best method for creating their own business plan.

Check out the **List of Website Resources for Business Plans and Templates –** Give a summary of each website below.

-[sba.gov/tools/business-plan/1](http://sba.gov/tools/business-plan/1)

-[bplans.com](https://www.bplans.com/)

-[leanstack.com/lean-canvas](https://leanstack.com/lean-canvas)

-[Businessmodelgeneration.com/canvas/bmc](https://www.strategyzer.com/library/the-business-model-canvas)

**Sharing a Business Plan**

* Business plans and supporting documents are used to **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** a loan or draw in investors.
* Entrepreneurs should be able to give a short presentation to an audience to **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** their business venture.

**A Business Plan**

* Helps entrepreneurs gain insight into their **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** by writing a plan.
* A professional business plan conveys the seriousness of a business venture.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to Presenting a Business Plan**

* Demonstrate the need and **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of the business ideas.
* Define strategic **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** clearly (use the Business Model Canvas).
* Know every piece of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** data and how it was calculated.
* Make regular **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** -contact with the audience.
* Be **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** to respond to questions and challenges of the audience.

**Read and Discuss Case Study** – Ethics in Entrepreneurship pg. 50

* Do you agree or disagree with Samuel’s approach?
* If you were Samuel, how would you handle the situation?
* What other areas of his business plan could be revised to help him profit sooner without having to fabricate financial data?

**Get Inspired, pg. 51**

*Instructions: Read over Community Change-Maker Leads with Authenticity and Transparency and summarize in 10 sentences in the space provided below.*

**Build-It,** pg. 52

**Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Section of a business plan provides the reader with a brief **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of the company.
* Including: business name, a summary of the business, and the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of the business.
* Usually placed at the beginning of the business plan but written **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

1. **Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* The business name tell potential customers who you are and what you do.

2. **General \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the Business**

* A basic summary communicates what products or services a business **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

3. **Industry \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the Business**

* The **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** that your business will fall under.

4. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the Business**

* Where the day-to-day operations of the business will take place.

5. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Established**

* The **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** the business was formed.

6. **Primary \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the Business**

* The **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** products or services provided by the business.

7. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* The number of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** (if any) who will be working for the company, as well as their job titles.

8. **Business \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Individuals (if any) who will be providing **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** on legal, insurance and accounting issues.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Statement**

* Formal explanation of a company’s **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**, and will indicate what a company does and why.

**Crafting Your Company Description & Mission Statement**

* What potential business names can you brainstorm?
* What products or services will your company sell?
* What type of business ownership will you establish?
* What industry will your business be classified as?
* Where will your business operate and when do you plan on launching your business?
* Will you have employees or business advisors?

**Wrap-up Project**

*Instructions: Develop a business idea you would/could actually create. This is your time to be creative. Fill in the spaces below with your personal business information. Be realistic, yet creative. You will be creating a MS PowerPoint Presentation on your business idea and presenting it to your class.*