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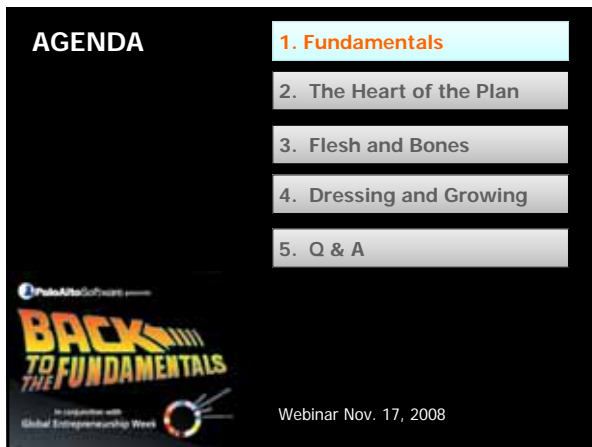
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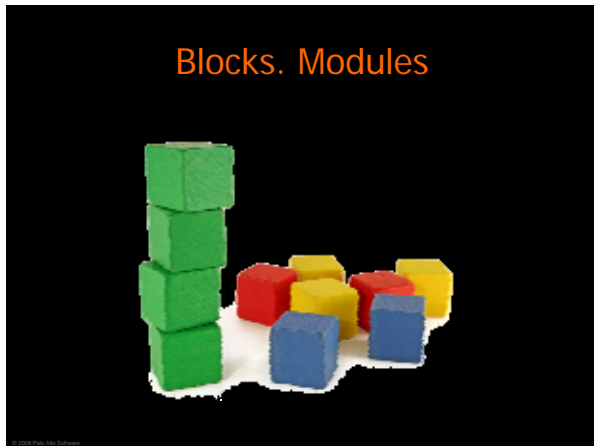
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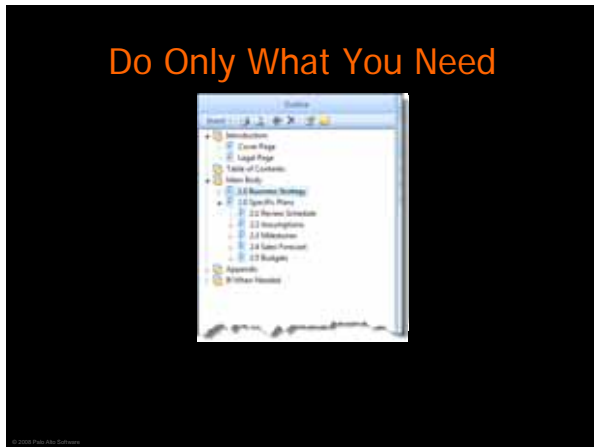
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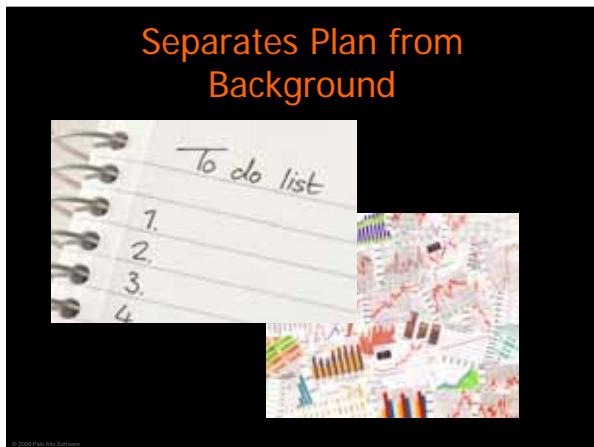
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### 3. Planning is Management



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### Metrics & Tracking



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### 4. Planning Manages Change



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### 5. Planning not Accounting



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### Planning, not Just a Plan



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### 5 Planning Fundamentals

1. It's About Results
2. Form Follows Function
3. Planning is Management
4. Planning Manages Change
5. Planning Is Not Accounting

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**AGENDA**



1. Fundamentals
2. **The Heart of the Plan**
3. Flesh and Bones
4. Dressing and Growing
5. Q & A

**BACK TO FUNDAMENTALS**  
in collaboration with Global Entrepreneurship Week

Webinar Nov. 17, 2008

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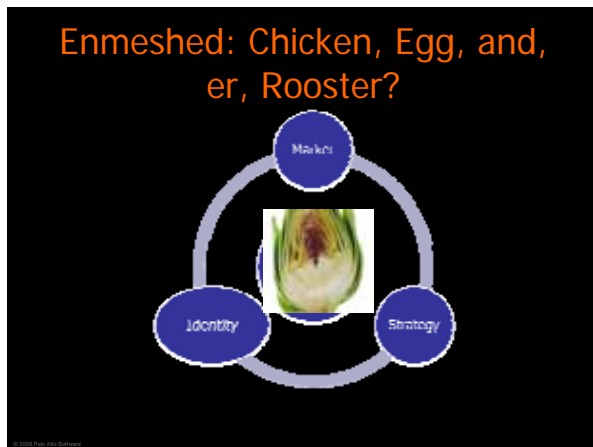
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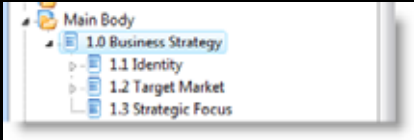
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**The Heart of the Plan**



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### Your Specific Keys to Success



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### SWOT



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### Market Who and Why



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### Profile Your Ideal Customer



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### Tell the Story



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### Target Needs and Wants



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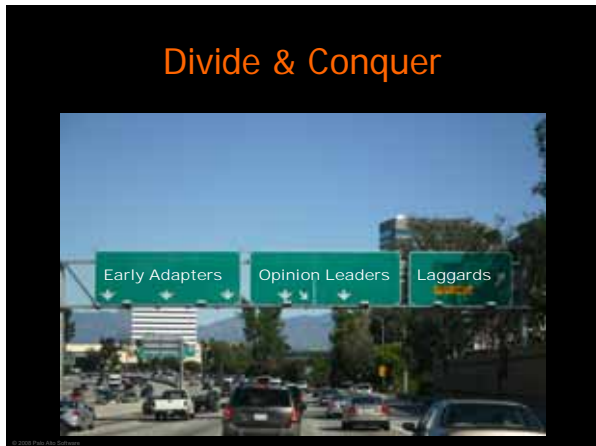
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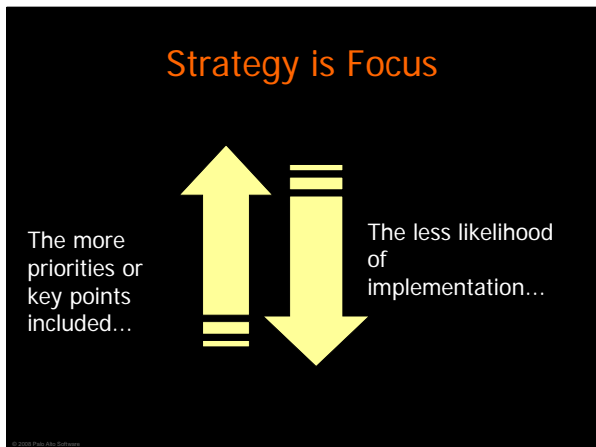
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### Strategy Is Tailored



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### Tough Decisions



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### Understand Displacement



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### Develop Metrics




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### Match Tasks to Owners




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### Milestones Make a Plan Real

Milestone	Start Date	End Date	Budget	Manager	Department
Corporate Identity	12/1/2006	12/17/2006	\$10,000	TJ	Marketing
Seminar implementation	1/1/2007	1/10/2007	\$1,000	JR	Sales
Business Plan Review	1/2/2007	1/11/2007	\$0	PJ	GM
Upgrade mailer	1/2/2007	1/17/2007	\$5,000	JR	Marketing
New corporate brochure	1/2/2007	1/17/2007	\$5,000	TJ	Marketing
Delivery vans	1/1/2007	1/25/2007	\$12,500	SD	Service
Direct mail	2/2/2007	2/17/2007	\$3,500	JR	Marketing
Advertising	2/2/2007	2/17/2007	\$115,000	BJ	GM
24 Prototype	2/1/2007	2/25/2007	\$2,500	SG	Product
Service revamp	2/1/2007	2/25/2007	\$2,500	SD	Product
8 Presentations	2/2/2007	2/25/2007	\$0	JR	Sales
24 Testing	3/1/2007	3/6/2007	\$1,000	SG	Product
3 accounts	3/1/2007	3/17/2007	\$0	SD	Sales
L30 Prototype	3/1/2007	3/26/2007	\$2,500	PR	Product
Tech95 Expo	4/1/2007	4/12/2007	\$15,000	TB	Marketing
10 SAM hired	6/1/2007	6/11/2007	\$1,000	JR	Sales
Rolling System	7/1/2007	7/25/2007	\$5,000	SD	Service
<b>Totals</b>			<b>\$101,500</b>		

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### Forecast Your Sales




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### Sample Sales Forecast

Sales Forecast						
	Oct	Nov	Dec	2009	2010	2011
<b>Unit Sales</b>						
Widgets	280	350	200	830	2,400	4,450
Whatevs	500	374	370	1,244	7,384	10,337
Other	0	0	0	0	0	0
<b>Total Unit Sales</b>	780	724	570	2,074	9,784	14,787
<b>Unit Prices</b>						
Widgets	\$15.00	\$18.00	\$10.00	\$15.00	\$25.00	\$18.00
Whatevs	\$50.00	\$50.00	\$50.00	\$50.00	\$100.00	\$100.00
Other	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
<b>Sales</b>						
Widgets	\$4,200	\$6,300	\$2,000	\$12,300	\$60,000	\$80,100
Whatevs	\$25,000	\$18,700	\$18,750	\$62,450	\$738,400	\$1,033,700
Other	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Sales</b>	\$29,200	\$25,000	\$20,750	\$74,750	\$738,400	\$1,113,800
<b>Direct Unit Costs</b>						
Widgets	\$8.25	\$9.25	\$5.25	\$8.25	\$9.25	\$9.25
Whatevs	\$17.50	\$17.50	\$17.50	\$17.50	\$17.50	\$17.50
Other	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
<b>Direct Cost of Sales</b>						
Widgets	\$2,325	\$3,225	\$1,050	\$6,825	\$37,200	\$80,625
Whatevs	\$8,750	\$6,525	\$6,475	\$21,725	\$129,225	\$180,890
Other	\$0	\$0	\$0	\$0	\$0	\$0
<b>Subtotal Direct Cost of Sales</b>	\$11,075	\$9,750	\$7,525	\$28,550	\$166,425	\$261,515

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### Forecast From Recent Past




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## Expense Budget

	Jan	Feb	Nov	Dec	Year 1
Payroll	\$12,000	\$12,000	\$27,250	\$27,250	\$194,750
Advertising	\$13,500	\$13,500	\$13,500	\$13,500	\$162,000
Leases	\$500	\$500	\$500	\$500	\$6,000
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Insurance	\$300	\$300	\$300	\$300	\$3,600
Rent	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Payroll Tax	\$1,680	\$1,680	\$3,815	\$3,815	\$27,285
Other	\$0	\$100	\$200	\$300	\$1,000
<b>Total</b>	<b>\$30,480</b>	<b>\$30,580</b>	<b>\$48,065</b>	<b>\$48,165</b>	<b>\$424,615</b>

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## Estimate Payroll

Personnel Plan					
	Jan	Nov	Dec	Year 1	Year 2
Partners	\$12,000	\$12,000	\$12,000	\$144,000	\$175,000
Consultants	\$0	\$0	\$0	\$0	\$50,000
Editorial/graphic	\$0	\$6,000	\$6,000	\$18,000	\$22,000
VP Marketing	\$0	\$5,000	\$5,000	\$20,000	\$50,000
Sales people	\$0	\$0	\$0	\$0	\$30,000
Office Manager	\$0	\$2,500	\$2,500	\$7,500	\$30,000
Secretarial	\$0	\$1,750	\$1,750	\$5,250	\$20,000
Other	\$0	\$0	\$0	\$0	\$0
<b>Total People</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>14</b>
<b>Total Payroll</b>	<b>\$12,000</b>	<b>\$27,250</b>	<b>\$27,250</b>	<b>\$194,750</b>	<b>\$377,000</b>

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## Startup Plan

Start-up Plan	
<b>Requirements</b>	
<b>Start-up Expenses</b>	
Legal	\$1,000
Stationery, etc.	\$3,000
Brochures	\$5,000
Consultants	\$5,000
Insurance	\$350
Expensed Computer Equipment	\$3,000
Other	\$1,000
<b>Total Start-up Expenses</b>	<b>\$18,350</b>
<b>Start-up Assets</b>	
Cash Required	\$25,000
Other Current Assets	\$7,000
Long-term Assets	\$0
<b>Total Assets</b>	<b>\$32,000</b>
<b>Total Requirements</b>	<b>\$50,350</b>

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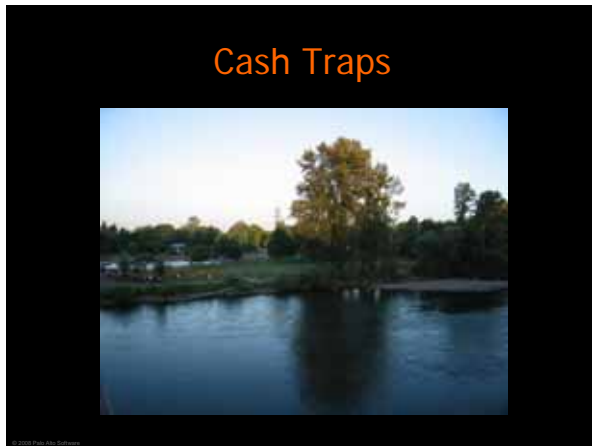
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### AGENDA



1. Fundamentals
2. The Heart of the Plan
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5. Q & A

PaltoAltoSoftware.com  
**BACK TO THE FUNDAMENTALS**  
In cooperation with Global Entrepreneurship Week

Webinar Nov. 17, 2008

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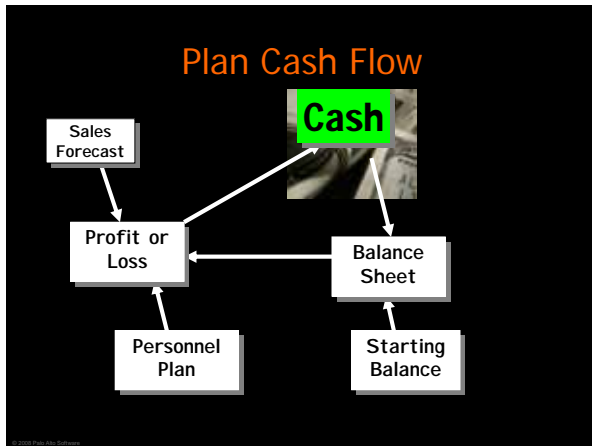
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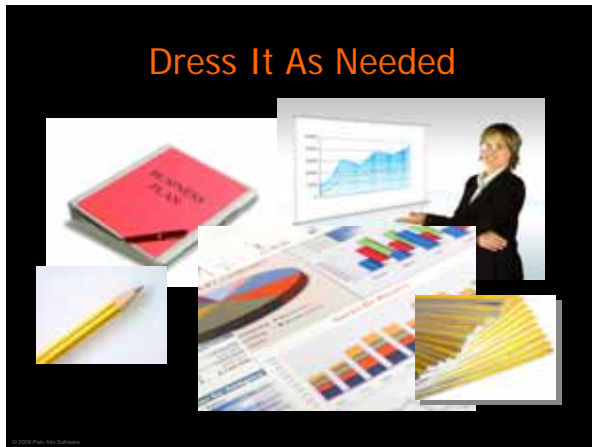
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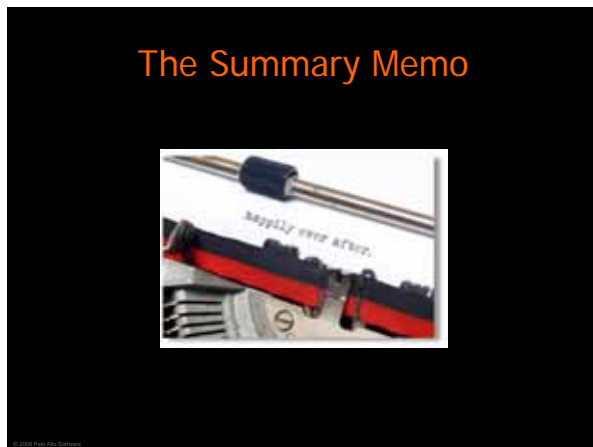
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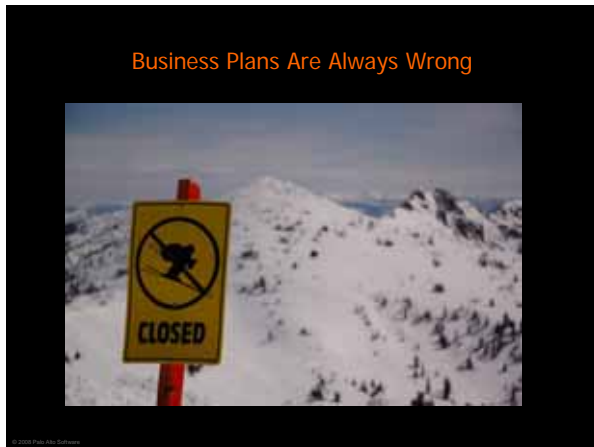
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### The Book



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### Software



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### My Blogs



<http://blog.timberry.com>



<http://upandrunning.entrepreneur.com>

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