







Your Business Plan

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

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1. It's About Results



Month	Revenue
Mar	\$301
Apr	\$318
May	\$310
Jun	\$360
Jul	\$412
Aug	\$482

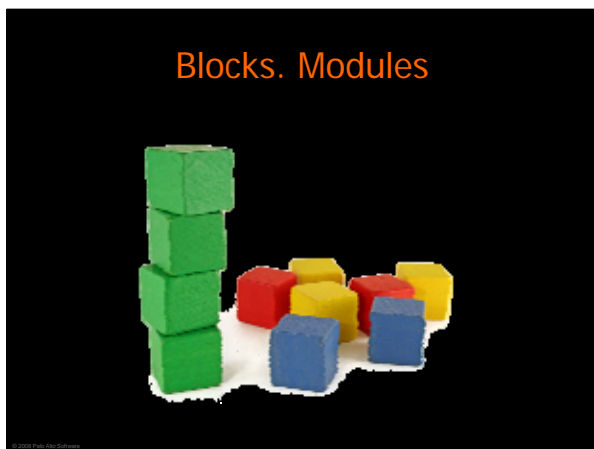
2. Form Follows Function



```
graph TD; A[Business Plan] --- B[Executive Summary]; B --- C[Financial Statements]; C --- D[Summary Memo]; D --- E[Executive Summary]; E --- A; B --- F((The Plan)); C --- F; D --- F; E --- F; A --- F;
```







Do Only What You Need



Separates Plan from Background



3. Planning is Management



Metrics & Tracking



4. Planning Manages Change



5. Planning not Accounting



Planning, not Just a Plan



seless,
ssential



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5 Planning Fundamentals

1. It's About Results
2. Form Follows Function
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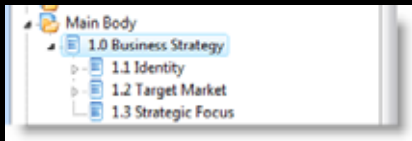
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Enmeshed: Chicken, Egg, and, er, Rooster?



The Heart of the Plan



Your Business Identity



Study the Mirror

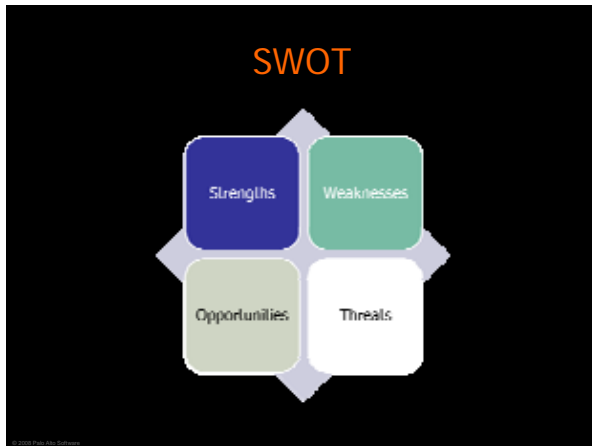


Core Competence

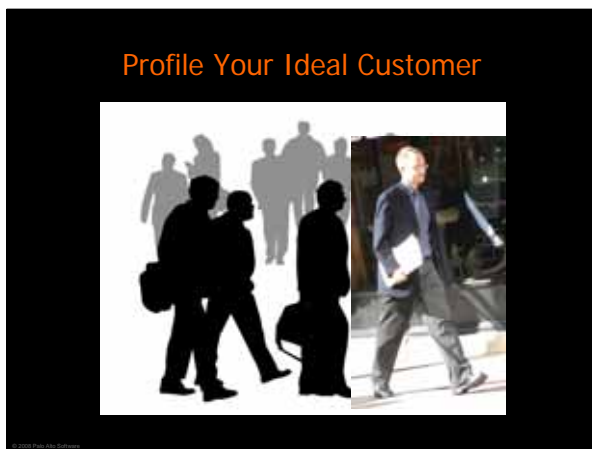


Your Specific Keys to Success









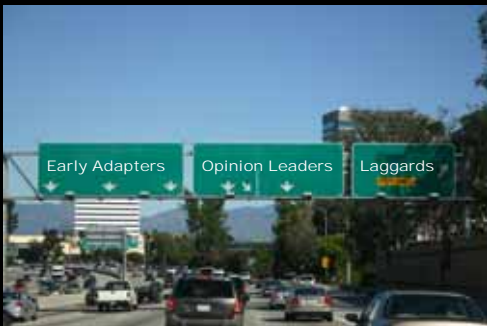
Tell the Story



Target Needs and Wants

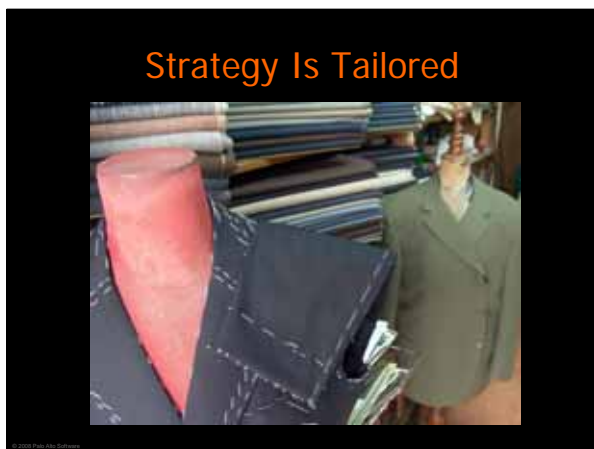


Divide & Conquer



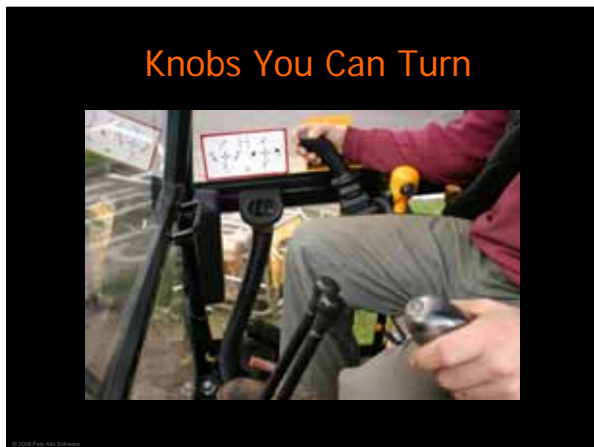













Pop Quiz

I don't know the secret to success; please even



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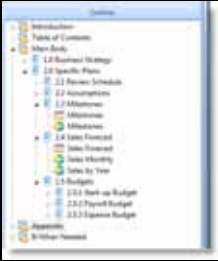
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Action Plan: What? When?



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Do the Review Schedule First

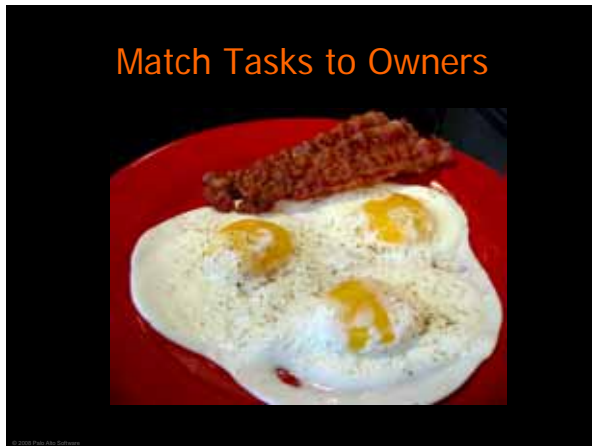


Identify Important Assumptions



Develop Metrics





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	IR	Sales
Business Plan Review	1/2/2007	1/11/2007	\$0	RJ	GM
Upgrade mailer	1/2/2007	1/17/2007	\$5,000	IR	Sales
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	IR	Marketing
Advertising	2/2/2007	2/17/2007	\$115,000	RJ	GM
V4 Prototype	2/1/2007	2/25/2007	\$2,500	SG	Product
Service revamp	2/1/2007	2/25/2007	\$2,500	SD	Product
5 Presentations	2/2/2007	2/25/2007	\$0	IR	Sales
V4 Testing	3/1/2007	3/6/2007	\$1,000	SG	Product
3 Accounts	3/1/2007	3/17/2007	\$0	SD	Sales
130 Prototype	3/1/2007	3/26/2007	\$2,500	PH	Product
TechnS Expo	4/1/2007	4/12/2007	\$15,000	TB	Marketing
VP S&M hired	4/1/2007	6/11/2007	\$1,000	JK	Sales
Milino System	7/1/2007	7/25/2007	\$5,000	SD	Service
Totals			\$181,500		



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
Total People	3	7	7	7	14
Total Payroll	\$12,000	\$27,250	\$27,250	\$194,750	\$377,000

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Startup Plan

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

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Cash Traps



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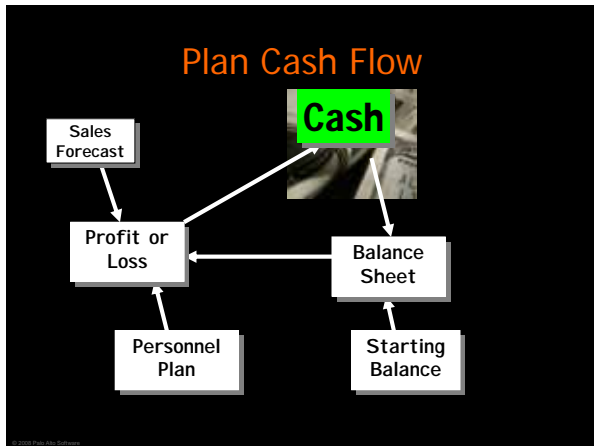


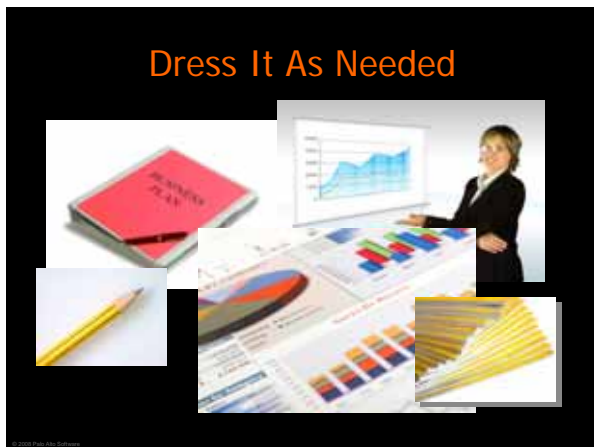
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Plan vs. Actual

Unit Sales			Unit Sales			
	Jan	Feb	Jan	Feb	Mar	
Meals	390	1,053	33	(140)	(55)	
Drinks	370	527	(111)	(112)	138	
Other	70	77	47	36	101	
Total Unit Sales			(31)	(216)	184	
Unit Price			Unit Prices			
	Jan	Feb	Jan	Feb	Mar	
Meals	\$4.42	\$3.96	\$3.96	\$2.85	\$4.84	
Drinks	\$2.79	\$0.45	\$0.45	\$0.63	\$0.51	
Other	\$0.87	(\$2.51)	(\$2.51)	(\$1.59)	(\$0.89)	
Total Unit Sales	1,158					
Sales			Sales			
	Jan	Feb	Jan	Feb	Mar	
Meals	\$18.96	\$3,711	\$3,711	\$502	\$6,193	
Drinks	\$2.45	(\$96)	(\$96)	\$37	\$730	
Other	\$7.49	\$302	\$302	\$271	\$902	
Total Sales		\$3,916	\$3,916	\$810	\$7,826	
Sales			Sales			
	Jan	Feb	Jan	Feb	Mar	
Meals	\$15,396	\$16,297	\$16,297	\$28,768		
Drinks	\$684	\$1,091	\$1,091	\$2,236		
Other	\$502	\$471	\$471	\$1,102		
Total Sales	\$16,581	\$17,859	\$17,859	\$32,107		







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My Blogs



Planning Startups Stories
Tim Berry on business planning, starting and growing your business, and having a life in the meantime

<http://blog.timberry.com>



Up and Running
Building your business with growth & profit

<http://upandrunning.entrepreneur.com>

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