

Learn by doing

Partner Organization : KEAN – Cell of Alternative Youth Activities

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C2: Summer School in Murfatlar "Start-up Farm" Phase II

17.07.2017 – 21.07.2017

Definition of “Business Plan”



A “business plan” can be defined as follows:

A business plan is a formal statement of **business goals, reasons** they are attainable, and **plans** for reaching them. It may also contain background information about the organization or team attempting to reach those goals.

Business plans may target changes in perception and branding by the customer, client, taxpayer, or larger community. When the existing business is to assume a major change or when planning a new venture, a 3 to 5 year business plan is **required**, since investors will look for their investment return in that timeframe.

The contents of a “business plan”

Business plans are decision – making tools.

<p>The content and format of the business plan is determined by the goals and audience.</p>	<ul style="list-style-type: none"> • For example, a business plan for a non-profit might discuss the fit between the business plan and the organization’s mission. • Banks are quite concerned about defaults, so a business plan for a bank loan will build a convincing case for the organization’s ability to repay the loan.
<p>Preparing a business plan draws on a wide range of knowledge from many different business disciplines:</p>	<p>Finance, human resource management, intellectual property management, supply chain management, operations management, and marketing, among others. It can be helpful to view the business plan as a collection of sub-plans, one for each of the main business disciplines</p>
<p>Moto:</p>	<p>"... a good business plan can help to make a good business credible, understandable, and attractive to someone who is unfamiliar with the business. Writing a good business plan can’t guarantee success, but it can go a long way toward reducing the odds of failure."</p>

Format

The format of a business plan depends on its presentation context.

- It is common for businesses, especially start-ups, to have **three or four formats** for the same business plan.
- An "**elevator pitch**" is a short summary of the plan's executive summary. This is often used as a teaser to awaken the interest of potential investors, customers, or strategic partners.
- It is called an elevator pitch as it is supposed to be content that can be explained to someone else quickly in an elevator. The elevator pitch should be between 30 and 60 seconds.
- A "**pitch deck**" is a slide show and oral presentation that is meant to trigger discussion and interest potential investors in reading the written presentation.
- A "**written presentation**" for external stakeholders is a detailed, well written, and pleasingly formatted plan targeted at external stakeholders.
- An "**internal operational plan**" is a detailed plan describing planning details that are needed by management but may not be of interest to external stakeholders. Such plans have a somewhat higher degree of candor and informality than the version targeted at external stakeholders and others.

The Purpose of a Business Plan

- Provides clarity of thoughts and purpose
 - Introduces Business Model
- Introduces the company and the team
 - Attempts to persuade investors
 - Highlights risks and challenges
- Serves as an entry point for further discussions

Structure of a Business Plan





should be

- S**=specific
- M**=measurable
- A**=attainable
- R**=realistic
- T**=time-phased



The **SMART** Business Plan

Specific: Great goals are well-defined and focused.

Measurable: A goal without a measurable outcome is like a sports competition without a scoreboard or scorekeeper. Numbers are an essential part of business.

Attainable: Far too often, small businesses can set goals beyond reach. No one has ever built a billion dollar business overnight.

Relevant: Achievable business goals are based on the current conditions and realities of the business climate.

Time – Phased: Business goals and objectives just don't get done when there's no time frame tied to the goal-setting process.



How To Write a Business Plan To Start Your Own Business.mp4

Definition of “Start - Up”



What a “Start - up” is?

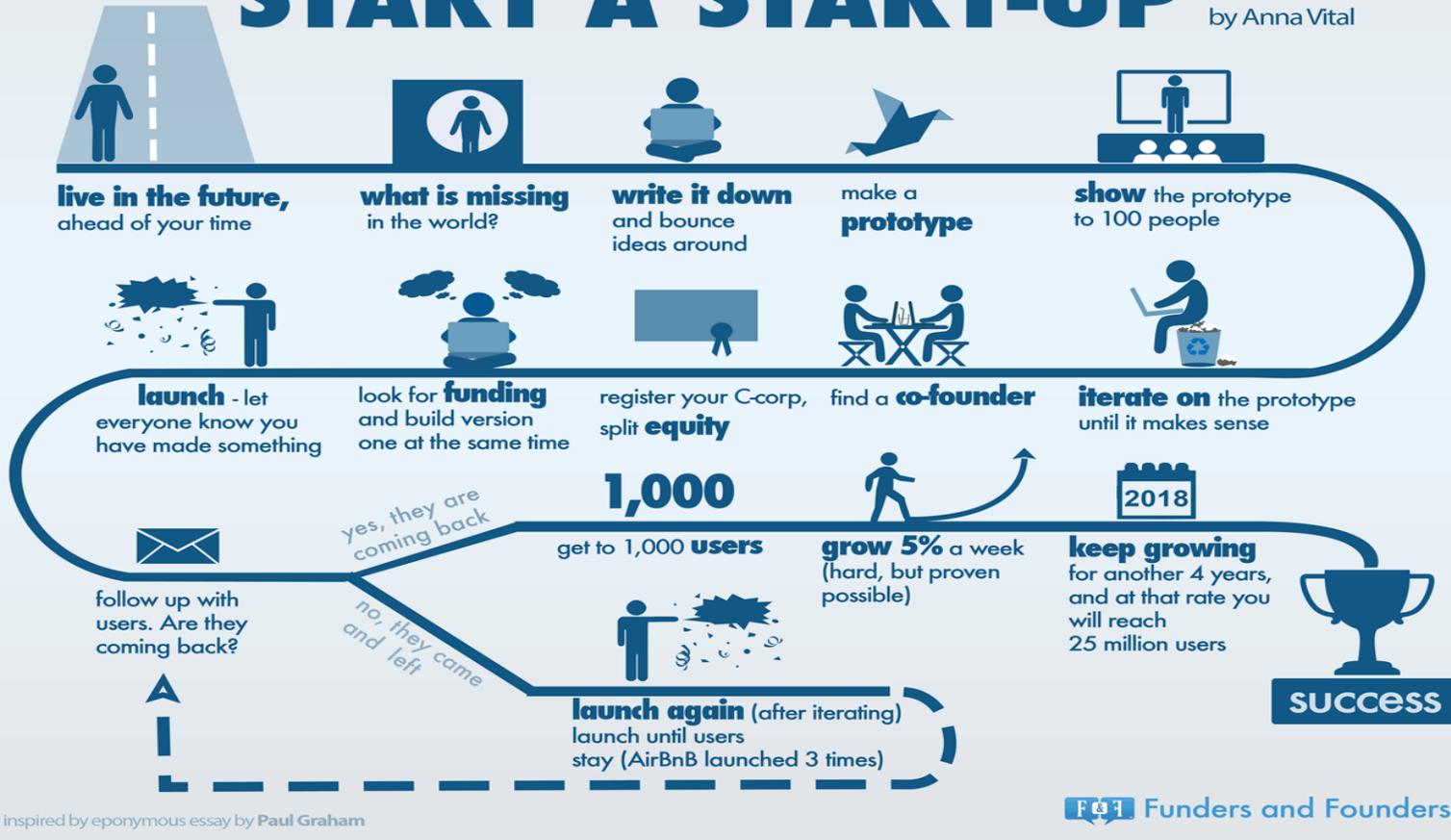
A startup is a young company that is just beginning to develop.

- Startups are usually small and initially financed and operated by a handful of founders or one individual.
- These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.
- In the early stages, startup companies' expenses tend to exceed their revenues as they work on developing, testing and marketing their idea.
- They often require financing.
- Investing in them is considered high risk.

**DO YOU HAVE
THE NEXT BIG
IDEA?** 

HOW TO START A START-UP

by Anna Vital





10 TIPS FOR STARTING YOUR OWN BUSINESS in 2017.mp4

Famous Start – Ups



Big and Famous Web Startups

- **amazon.com** (1994)
 - **ebay** (1995)
 - **Google** (1998)
 - **PayPal** (1998)
 - **WIKIPEDIA** (2001)
 - **LinkedIn** (2003)
 - **facebook** (2004)
 - **You Tube** (2005)
 - **twitter** (2006)
 - **GROUPON** (2008)
 - **Pinterest** (2008)
 - **Quora** (2009)
 - **Instagram** (2010)
- (founding date)

Start – up Tips

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1 Start Networking Early 

Face-to-face and online - while you are honing your clinical skills in graduate school or in an agency, even if private practice is 10 years down the road for you.
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2 Create a Self-Care Plan 

Establish habits of self-care before even scheduling your first client. This will help you be prepared when crises hit (as they inevitably will).
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3 Join/Create Consultation Group

This lifeline can give you a safe place to bounce ideas off of, check in for reality checks, and support to grow your private practice.
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4 Be Strategic in Networking

If you focus your networking with professionals who are strong in your weak areas (not competent or have no interest in working), you'll build a good list of clinicians to recommend for clients in need of their expertise. In turn, you will have garnered favor with those that you referred to and will likely reap reciprocal referrals from them!
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5 Build Reciprocal Referring Relationships

Referring a client out needs to be a clinical decision based on that client's particular needs; however, it also needs to be a business decision. Make it your mission to find qualified professionals to refer to that can meet both of those needs.

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6 Get Paperwork in Order

Create required forms to conduct your work such as: intake forms, referral documents, progress notes, psychosocial history forms, disclosure statements, handouts, receipts etc.
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7 Establish Systems/Policies

Save time and establish policies on how to handle inquiries, write progress notes, deal with clients in crisis, handle no-shows etc.
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8 Invest in Website on Solid Platform

This helps establish your credibility as a professional. (Wordpress.org is an example of a good solid platform)
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9 Get Known Online Through Blogging

This helps you get connected with mental health professionals around the globe. You can start blogging long before you make the move into private practice.
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10 Pace Yourself 

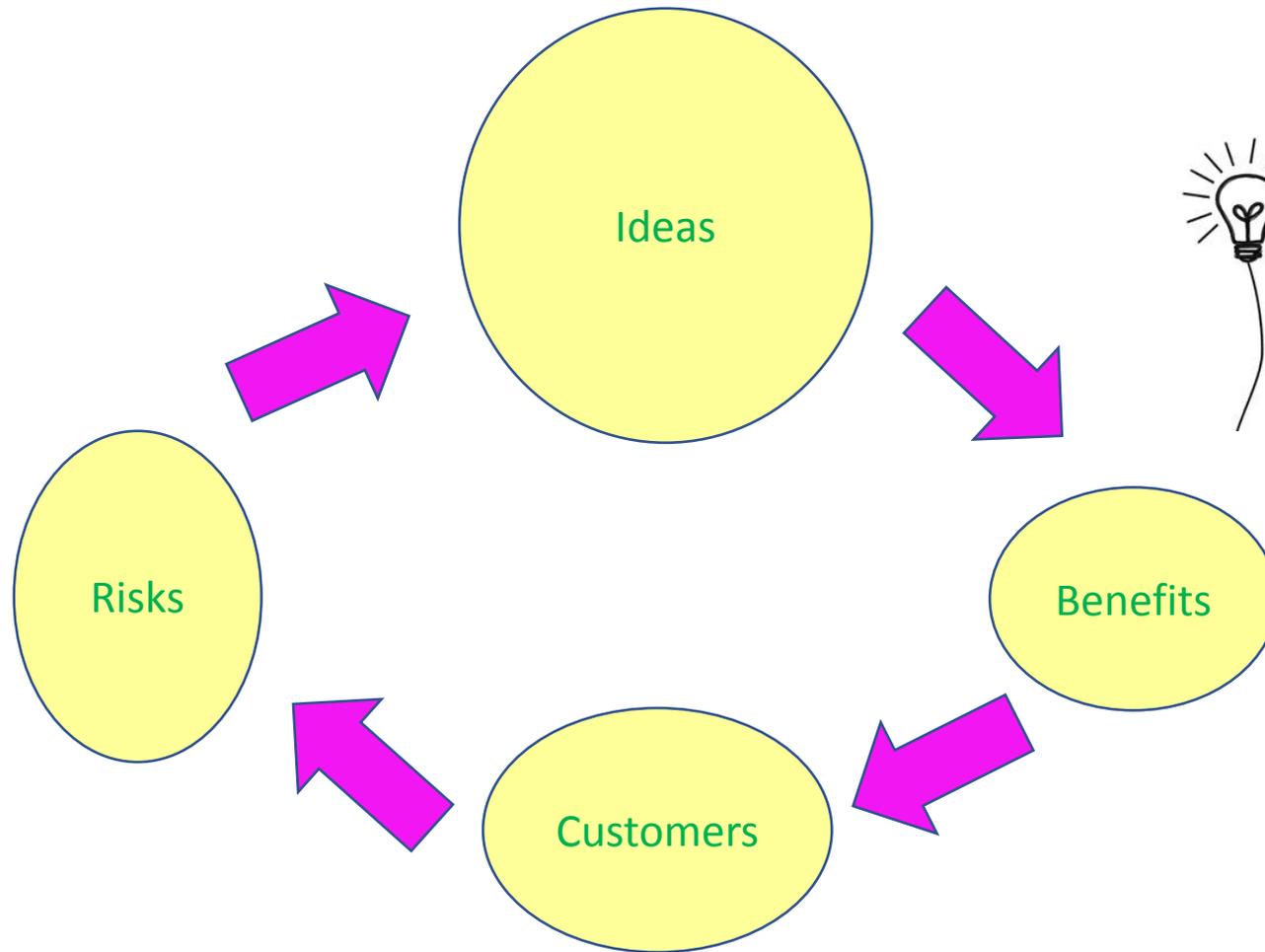
Throughout the feast and famine days of private practice, keep an eye on what it is that you are supposed to be learning about yourself, your clinical work, and running a private practice.

Anticipate the slow start and lulls that inevitably will come throughout your career and plan for how you are going to handle them both financially and physically.

To sum up...



The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips.mp4



**Is it a worth - trying
idea?**

Vertical Farm Systems



Introducing Vertical Farm Systems.mp4

