

IO4 Business Development and Planning Framework

MODULE 2 - Business Plan Development

UNIT 2: Elaboration of the business profile or business plan

Welcome!

Welcome to the **RESET Module 2 Business Plan Development** resource! This resource will introduce you to **Unit 2: Elaboration of the business profile or business plan.**

INTRODUCTION and AIMS:

the first thing to do when developing a business idea is to transfer it to a document. This should be done in a simple and easily understandable manner

LEARNING OUTCOMES:

On successful completion of this resource, you will be able to:

- Develop and draft a business plan
- Clarify key issues in the business planning process

Elaboration of a business plan



How does a business plan help?

- It allows conducting an exhaustive study of all the variables that might affect the business opportunity.
- It serves as a presentation that can be made to third parties.



Business plan Outline 1/4

The following information should be contained in a business plan:

- Objectives of the business project and introduction to its key players.
- Business activity.



Business plan Outline 2/4



Business plan Outline 3/4



Business plan Outline 4/4



Risk assessment of the business plan



■ Business Model Canvas 1/7

- Easy to understand
- Focused
- Customer centered



Business Model Canvas 2/7

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

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The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners		Key Activities		Value Propositions		Customer Relationships		Customer Segments	
Deliver Value				Create Value					
		Key Resources				Channels			
Cost Structure				Revenue Streams					
Capture Value									

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Business Model Canvas 5/7



Business Model Canvas 6/7



Business Model Canvas 7/7



■ Lean Canvas 1/5

- It has been adapted by Ash Maurya from the very popular Business Model Canvas.
- It uses the same 9 blocks concept except they've been modified slightly to suit the needs/ purposes/requirements of a Lean Startup

Lean Canvas 2/5

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i>	EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i>		
COST STRUCTURE <i>List your fixed and variable costs.</i>		REVENUE STREAMS <i>List your sources of revenue.</i>		

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Lean Canvas

Created by SparK59 // Online version available at www.leancanvas.com

Lean Canvas 3/5

<p>Problem</p> <p>Top 3 problems</p>	<p>Solution</p> <p>Top 3 features</p>	<p>Unique Value Proposition</p> <p>Single, clear, compelling message that states why you are different and worth buying</p>	<p>Unfair Advantage</p> <p>Can't be easily copied or bought</p>	<p>Customer Segments</p> <p>Target customers</p>
	<p>Key Metrics</p> <p>Key activities you measure</p>		<p>Channels</p> <p>Path to customers</p>	
<p>Cost Structure</p> <p>Customer Acquisition Costs Distribution Costs Hosting People, etc.</p>		<p>Revenue Streams</p> <p>Revenue Model Life Time Value Revenue Gross Margin</p>		
<p>PRODUCT</p>		<p>MARKET</p>		

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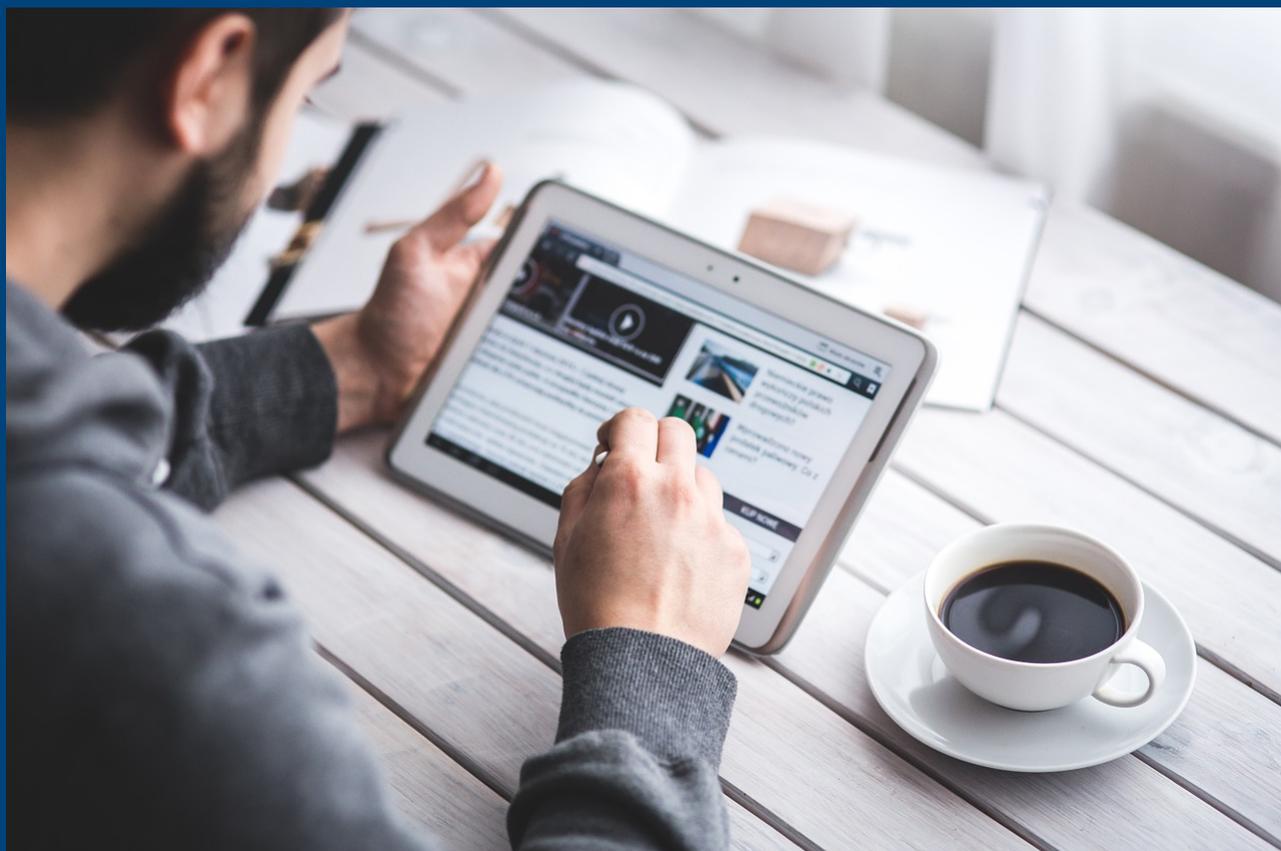
Lean Canvas 4/5



Lean Canvas 5/5



Further reading



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