

# **IO4 Business Development and Planning Framework**

## **MODULE 2 - Business Plan Development**

### **UNIT 2: Elaboration of the business profile or business plan**

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# 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.

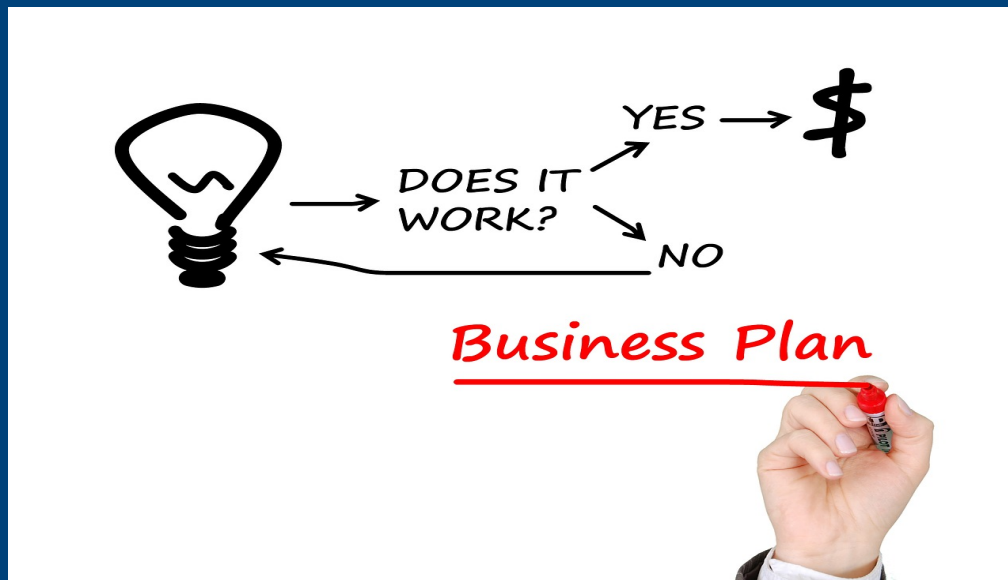




# Business plan Outline 1/4

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



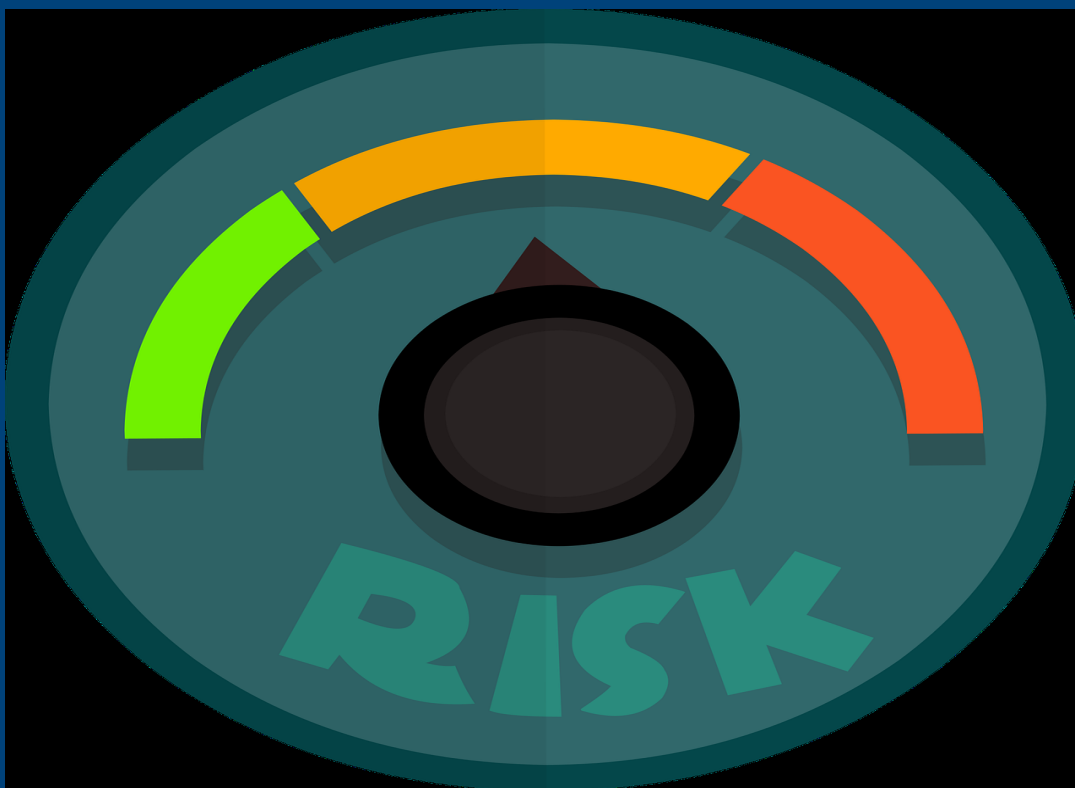
# Business plan Outline 3/4



# 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:

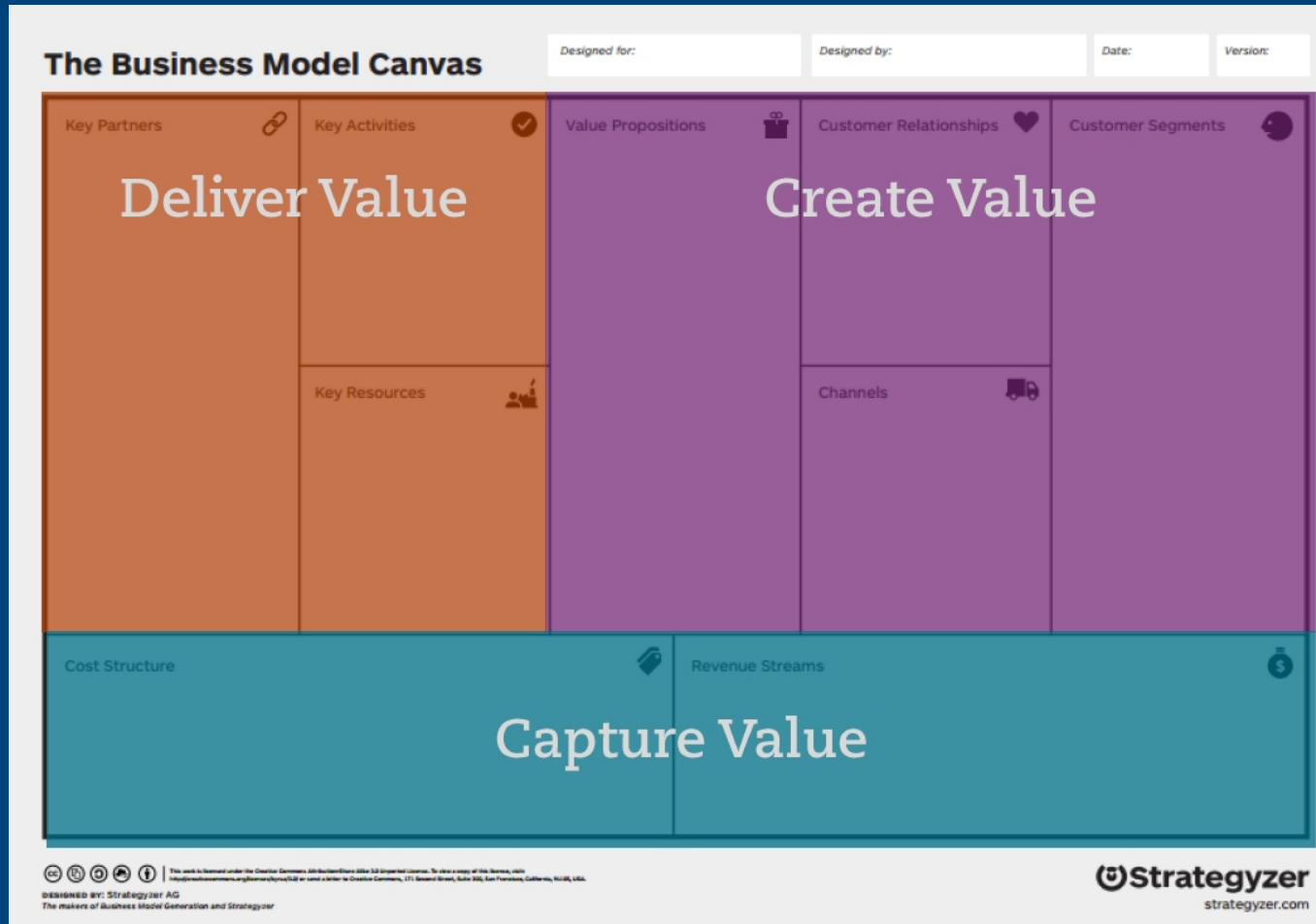
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

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# Business Model Canvas 3/7





# Business Model Canvas 4/7



# ■ Business Model Canvas 5/7



# Business Model Canvas 6/7



# Business Model Canvas 7/7





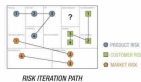
## ■ Lean Canvas 1/5

- 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

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

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## Lean Canvas

Created by SpierKES // Online version available at [www.leancanvas.com](http://www.leancanvas.com)

# Lean Canvas 3/5

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

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## ■ Lean Canvas 4/5





# Lean Canvas 5/5



## Further reading





Thank you for taking the time to use this Business Development and Planning resource developed by the RESET project team.

To access more information or additional resources developed by the RESET project, please visit the project website at:

[www.resetproject.eu](http://www.resetproject.eu)



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