



The Indus Entrepreneurs
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Entrepreneurs Educating Entrepreneurs

The Business Plan

that actually works!

Writing a Business Plan that actually works!

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A successful business tells a story



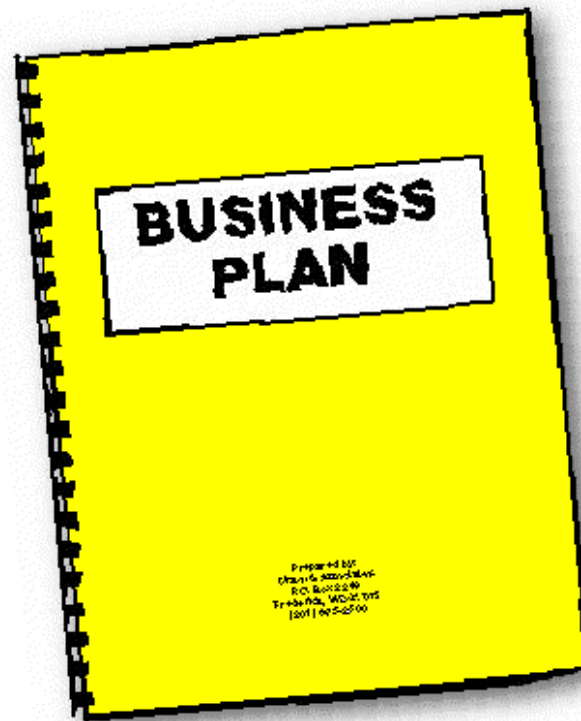
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A Business Plan should also tell a story



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What is wrong with this Picture?



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Back to Basics



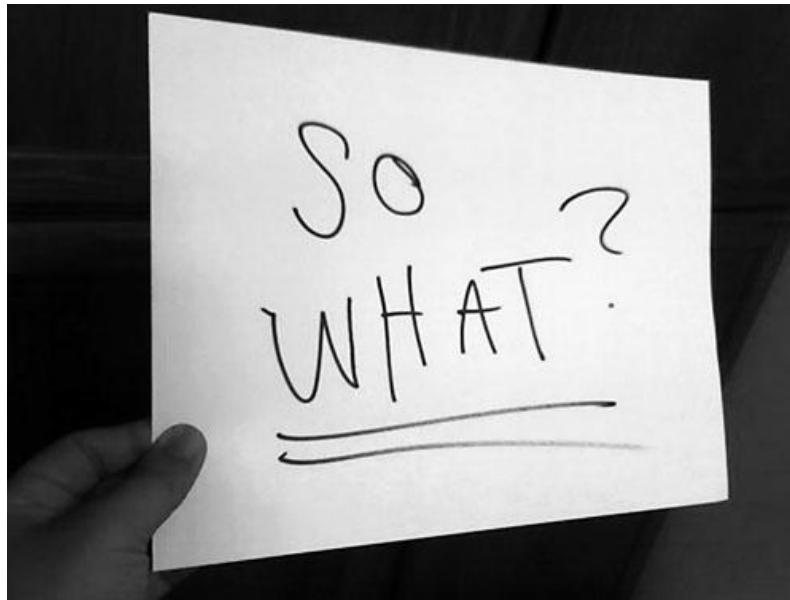
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Back to Basics

- Pour your “**passion**” into your plan.
- No Jargon! Use Plain English
- Make it Visual but don't rely on charts and graphs!
- Include handwritten notes, post-its, cut-outs and anything else that is relevant.
- From SWOT to “So What”

1: The Business You are Creating

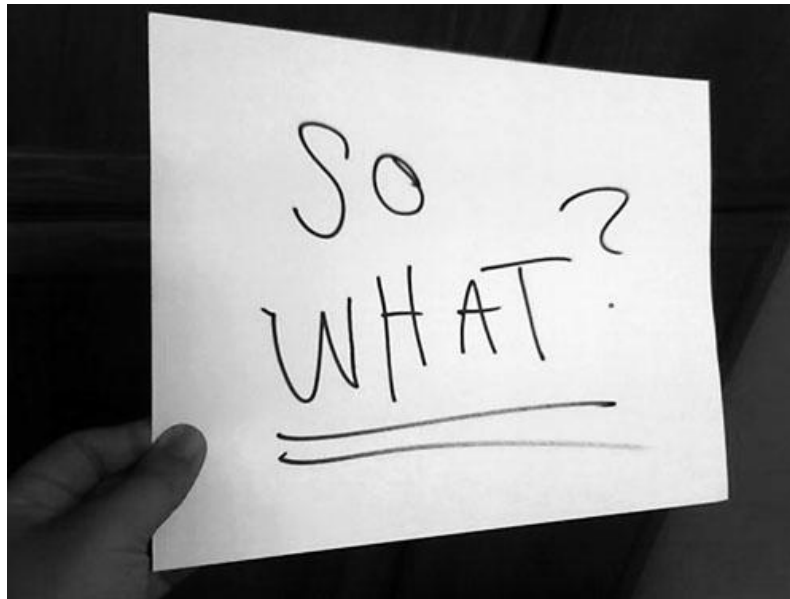
What does your business do? **Your Purpose**



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The Business You are Creating

Who does it help? **Your Market**



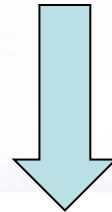
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The Business You are Creating

What gap does it fill?

How will you differentiate yourself?

Your Unique Sales Proposition



Your Mission Statement

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The Business You are Creating

QUICK RECAP

What does your business do? **Your Purpose**

Who does it help? **Your Market**

What gap does it fill? **Your Unique Sales Proposition**

Your Mission Statement

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2. The Vision



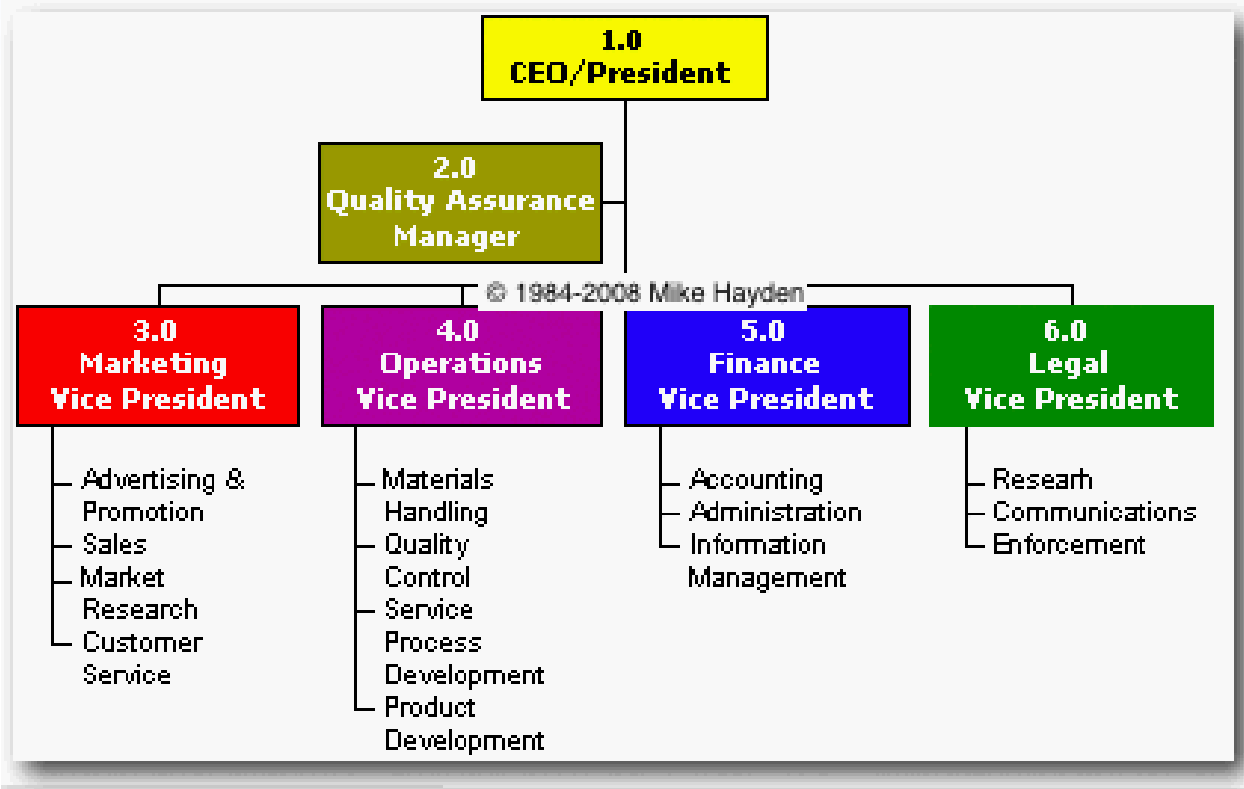
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Casting and Communicating your Vision

- Determine
- Define
- Design
- Delegate

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The Org Chart that manifests your Vision



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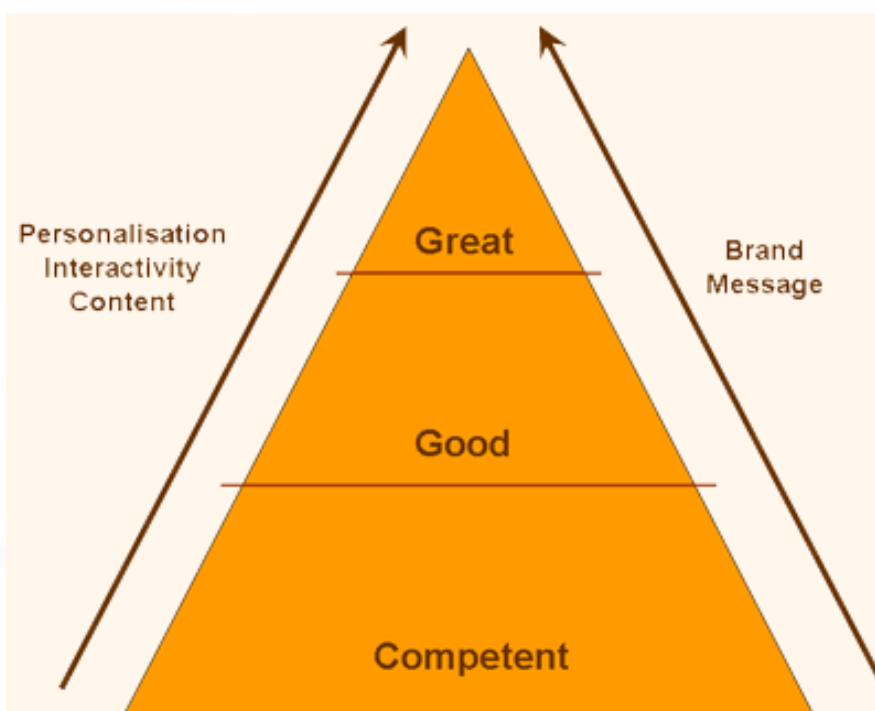
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If you build it, they will come!



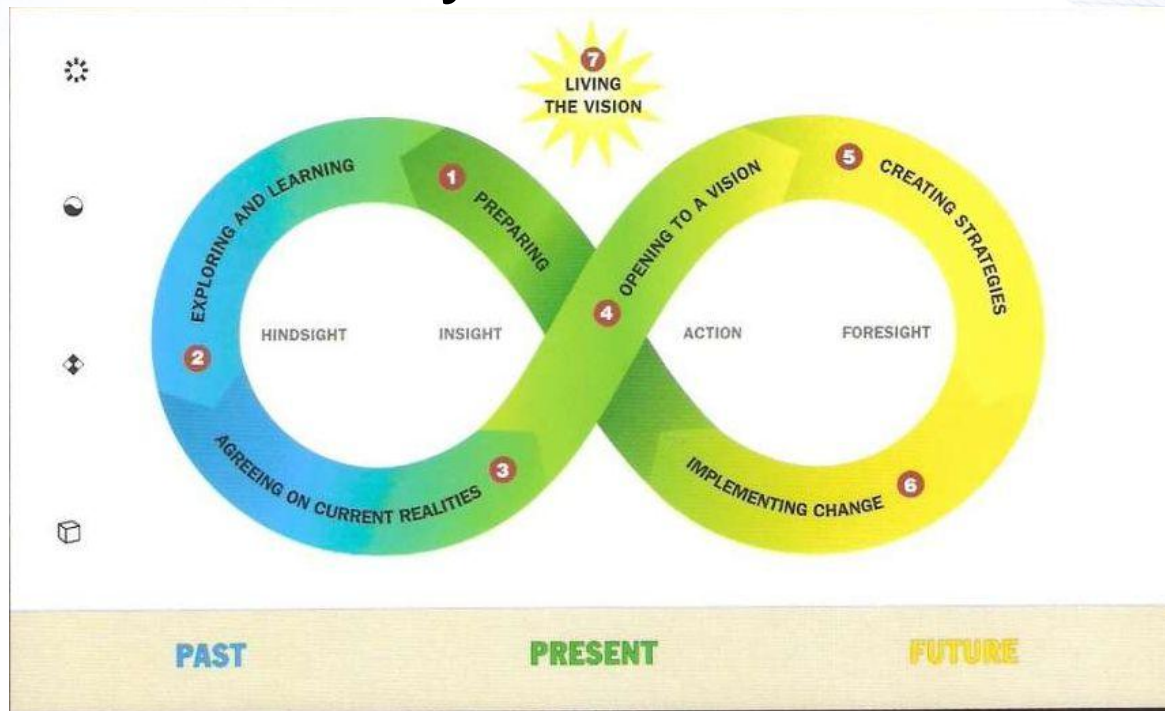
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Your “Best” case scenario



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3. The Process that will get you to realize your Vision



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Implementation is key!



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The “honest” SWOT analysis



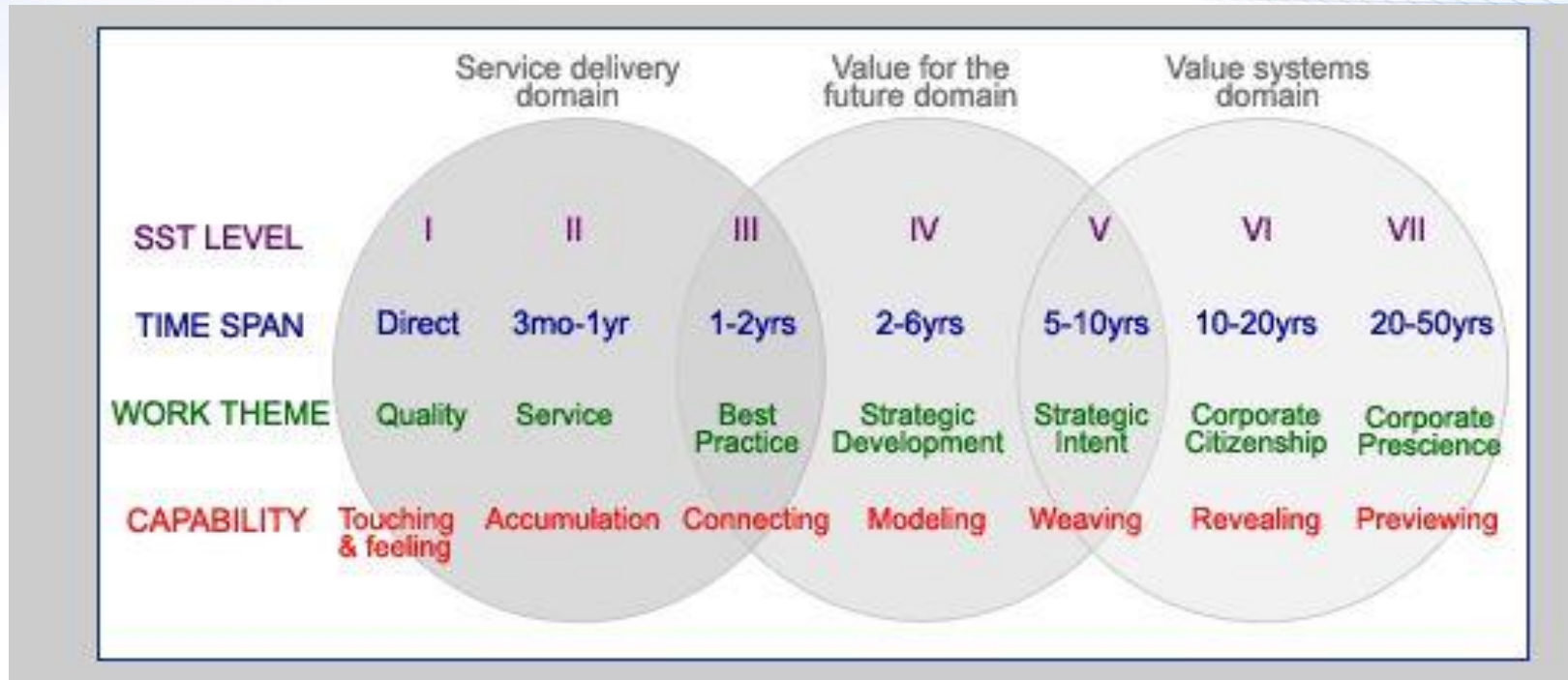
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Document your Systems



If it's not written down, you don't own it!

Stratified Systems Theory



Achieving *Requisite Organization*

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Track your time



Reminder: Implementation is key!



Good planning is nine parts implementation for every one part strategy.

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Let's make it happen



Execution is
when your
ideas take
flight and get
implemented!

Thank you!

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