ESBM 4830-001 and EMEN 4825-001
Business Plan Preparation
Course Organization
Spring 2008

Week	Date	Topic/Assignment/Activity	E-mail/Hand-In
1	Jan 16	Topic: Introductions & Class Organization Business Concept Description Activt: Discuss your ideas	

2	Jan 23	Topic: Choosing Good Opportunities
		Assig: Review ESBM 3700 materials on
		      opportunity recognition
		Activt: Discuss & evaluate your Business
		      Concept Description in class
			E-mail resume

	Jan 25 (Fri)	Assig: Email Business Concept to Instructor by 1:00pm	E-mail Business Concept
3	Jan 28 (Mon)	Instructor to email list of concepts selected for the business plans	

	Jan 30	Topic: Framework for writing the business plan
		      Market research
		      Importance of Validation
		      Interviews & Call Reports
		      Customer surveys
		Assig: Review Writing a Successful Business
		      Plan BP **(Download and bring a copy to class)**
		Activt: Students whose ideas are selected are to make short presentation to the class. Organize teams
		      Provide to instructor team name, member's name, email & responsibility	

4	Feb 6	Topic: MARKET ANALYSIS
		      INDUSTRY ANALYSIS
		      COMPETITIVE ADVANTAGE
		      Opportunity/Need
		      Value Chain analysis
		      Segmentation
		      Financial COMP's
		      Model Company
		Assig: Read BP pp 8 -10
		      Evaluate examples of Business Plans
			Interview List

		on website. Critique sample business plan (hard copy to be provided) Activt: Discuss sample business plan in class Market Research – Gene Hayworth, Leeds School librarian	
5	Feb 13	Topic: Value Proposition Business Analysis Assignment Assig: Read BP pp 11-13, p 27 Read Business Analysis Assignment Critique sample business plan (hard copy to be provided) Activt: Discuss sample business plan in class Write Value Proposition Opportunity/Need (F)	Opportunity/Need
6	Feb 20	Topic: PRODUCT/SERVICE Features & Benefits Margins Elevator Speech Making Slide Presentations Assig: Read BP pp 6-7 Activt: Prel. Market Analysis Results (F)1 slide Prel. Interview Results (F) Make an appointment with instructor for a team meeting over next week	3 alternative Value Propositions Customer survey questionnaire
7	Feb 27	Topic: MARKETING PLAN Revenue Model Assig: Read BP pp 14-18 Activt: Prel. Industry Analysis Results(F)1slide Model Company Description (F)	10 Call Reports Competitive Matrix Model Company descrip.
8	Mar 5	Activt: Business Analysis Assignment (P) All teams present (6-8 slides)	Business Analysis Interim Peer Evaluations
9	Mar 12	Topic: OPERATIONS PLAN DEVELOPMENT PLAN Supply Chain Walk an Order Interim Peer Evaluation Assig: Read BP pp 19-21, p22 Activt: Review status of Plans. Answer questions	
10	Mar 19	Topic: FINANCIAL PLAN FINANCIAL PROJECTIONS Risk	

		Customer acquisition costs Assig: Read BP pp 27-30 Review Financial Projections Model – download from website Activt: Customer Survey Results (F)1 slide	
		Spring Break	
11	TBD Apr 2	Workshop 6:00 pm Financial Projection Model Activt: Marketing Plan (P) All teams present (6 slides)	MARKETING PLAN Customer Survey Results
12	Apr 9	Topic: FUNDING PLAN EXECUTIVE SUMMARY MANAGEMENT PLAN Offering & Valuation Assig: Read BP p 25 Read P pp 31-3, p 4 Activt: Operations Plan (F) 1 slide Development Plan (F) 1 slide	OPERATIONS PLAN DEVELOPMENT PLAN Preliminary 5 yr Income Statement. Customer Acq. Costs
13	Apr 16 Apr 19 (Sat)	Topic: Publishing Your Plan Investor Presentations Assig: Review making slide present. (wk 6) Activt: Meet with each team to review: Financial Plan (Financial Projections Model, key assumptions) Funding Plan (Offering, Valuation, Sources & Uses, Risks) Practice presentations (optional)	FINANCIAL PLAN (IS, BS, CF & Assumptions (4 spreadsheets) MANAGEMENT PLAN
14	Apr 23	Activt: Business Plan Presentation FCQ's Peer Evaluations	2 copies Business Plan 2 copies of slides 1 copy financial model
15	Apr 30	Business Plan Competition	Reception & Presentation

BP: <u>Writing a Successful Business Plan</u>
F: In the Fire Session
P: Presentation
Note: sections of the Business Plan are shown in CAPS