



3	Sept 24	<p>Topic: MARKET ANALYSIS INDUSTRY ANALYSIS COMPETITIVE ADVANTAGE Opportunity/Need Segmentation Financial COMP's Model Company</p> <p>Activt: Critique example business plans</p>	<ul style="list-style-type: none"> <li>➤ Read BP pp 8 -12, 26-27</li> <li>➤ Review Mullins Ch 2 &amp; 3</li> <li>➤ Evaluate examples of Business Plans on website</li> <li>➤ <b>Hand-in: F2F-R Step 2: Reality Test I</b></li> <li>➤ Hand-in Experts Interview List</li> </ul>
4	Oct 1	<p>Topic: Value Proposition</p> <p>Activt: Critique sample business plans Write Value Proposition</p>	<ul style="list-style-type: none"> <li>➤ Review Mullins Ch 4 &amp; 5</li> <li>➤ <b>Hand-in: F2F-R Step 3: Sniff Test In the Fire # 1 Investor Questions</b></li> </ul>
5	Oct 8	<p>Topic: PRODUCT/SERVICE Features &amp; Benefits Margins Elevator Speech Making Slide Presentations</p> <p>Activt: Practice elevator speeches</p>	<ul style="list-style-type: none"> <li>➤ Read BP pp 6-7</li> <li>➤ <b>Hand-in of 3 alternative Value Propositions</b></li> <li>➤ <b>Hand-in Model Company Description</b></li> <li>➤ <b>In the Fire #2 Investor Questions</b></li> </ul>
6	Oct 15	<p>Activt: <b>All teams present: Is This a Real Business Assignment? (6-8 slides)</b></p> <p><b>Interim Peer Evaluation</b></p>	<ul style="list-style-type: none"> <li>➤ <b>Hand-in: Is This a Real Business Assignment?</b></li> <li>➤ <b>F2F-R Step 4: Reality Test II</b></li> <li>➤ Make an appointment with instructor for a team meeting over next week</li> </ul>
7	Oct 22	<p>Topic: MARKETING PLAN Revenue Model Customer acquisition costs</p> <p>Activt: First attempt at the Revenue Model</p>	<ul style="list-style-type: none"> <li>➤ Read BP pp 13-19</li> <li>➤ <b>Hand-in PRODUCT/SERVICE DESCRIPTION</b></li> <li>➤ <b>In the Fire #3 Investor Questions</b></li> </ul>

8	Oct 29	Topic: OPERATIONS PLAN DEVELOPMENT PLAN Walk an Order  Activt: Review profit margins Review status of Business Plan & answer questions	<ul style="list-style-type: none"> <li>➤ Read BP pp 20-23</li> <li>➤ <b>In the Fire #4 Investor Questions</b></li> </ul>
9	Nov 5	Topic: FINANCIAL PLAN FINANCIAL PROJECTIONS Risk  Activt: Review margins, break-even & cash flow	<ul style="list-style-type: none"> <li>➤ Read BP pp 27-32</li> <li>➤ Download from website &amp; review Financial Projections Model</li> <li>➤ <b>In the Fire #5 Investor Questions</b></li> </ul>
10	Nov 10 (Mon)  Nov 12	Workshop 6:00 pm Financial Projection Model  Activt: <b>All teams present Marketing Plan (6 slides)</b>	<ul style="list-style-type: none"> <li>➤ <b>Hand-in draft of MARKETING PLAN, including Customer Acquisition Cost</b></li> <li>➤ <b>F2F-R Step 5: Customer Surveys</b></li> </ul>
		Thanksgiving Break	
11	Nov 19	Topic: FUNDING PLAN EXECUTIVE SUMMARY MANAGEMENT PLAN Offering & Valuation  Activt: <b>All teams present Operations Plan (1 slide) &amp; Development Plan (1slide)</b>	<ul style="list-style-type: none"> <li>➤ Read BP pp 33-36</li> <li>➤ Read BP p 4</li> <li>➤ Read BP pp24-25</li> <li>➤ Review Mullins Ch 6 &amp; 7</li> <li>➤ <b>Hand-in draft of OPERATIONS PLAN &amp; DEVELOPMENT PLAN</b></li> <li>➤ <b>Hand-in Preliminary 5 yr Income Statement</b></li> </ul>

12	Dec 3  Dec 6 (Sat) & Dec 7 (Sun)	<p>Topic: Publishing Your Plan Making investor slide presentations</p> <p>Activt: Meet with each team to review: Financial Plan (Financial Projections Model, key assumptions) &amp; Funding Plan (Offering, Valuation, Sources &amp; Uses, Risks)</p> <p>Practice presentations (optional)</p>	<ul style="list-style-type: none"> <li>➤ <b>Hand-in FINANCIAL PLAN (IS, BS, CF &amp; Assumptions (4 worksheets)</b></li> <li>➤ <b>Hand-in MANAGEMENT PLAN</b></li> <li>➤ <b>In the Fire #6 Investor Questions</b></li> </ul>
13	Dec 10	<p>Activt: <b>All teams present Business Plan for grade</b> FCQ's <b>Final Peer Evaluations</b></p>	<ul style="list-style-type: none"> <li>➤ <b>Hand-in Business Plan (2 copies), presentation slides (separate binder) &amp; financial projections model (separate binder)</b></li> </ul>
14	Jan ?	<p>Final Business Plan Competition Reception &amp; Presentations</p>	

BP: Writing a Successful Business Plan

F2F-R: Face to Face Research Assignment

Mullins: New Business Road Test

Note: Sections of the Business Plan are shown in CAPS

Graded assignments are show in **BOLD**