

**ESBM 4830 & EMEN 4825
Business Plan Preparation
Course Organization
Fall 2006**

Week	Date	Topic/Assignment/Activity	E-mail/Hand-In
1	Aug 30	Topic: Introductions & Class Organization Business Concept Description Activt: Discuss your ideas	
2	Sept 6	Topic: Choosing Good Opportunities Assig: Review ESBM 3700 materials on opportunity recognition Activt: Discuss & evaluate your Business Concept Description in class	Email resume
	Sept 8 (Fri)	Assig: Email Business Concept to Instructor by 1:00pm	Email Business Concept
3	Sept 11 (Mon)	Instructor to email list of concepts selected for the business plans	
	Sept 13	Topic: Framework for writing the business plan Market research Importance of Validation Interviews & Call Reports Assig: Read Mullins Ch 10 <u>Review Writing a Successful Business Plan BP</u> Activt: Students whose ideas are selected are to make short presentation to the class. Organize teams	
4	Sept 20	Topic: MARKET ANALYSIS Opportunity/Need Segmentation Value Proposition Financial COMP's Model Company Assig: read BP pp 8 -10 Read Mullins Ch 3 Evaluate examples of Business Plans on website. Critique MRP & Hecho en Casa Activt: Discuss MRP & Hecho en Casa plans	Interview List

5	Sept 27	<p>Topic: INDUSTRY ANALYSIS COMPETITIVE ADVANTAGE Value Chain analysis Business Model</p> <p>Assig: Read BP pp 11-13, p 27 Read Mullins Ch 4 & 5 Read Business Model Assignment</p> <p>Activt: Opportunity/Need (F) Value Proposition (F)</p>	Opportunity/Need Value Proposition
6	Oct 4	<p>Topic: PRODUCT/SERVICE Features & Benefits Margins Elevator Speech Investor Presentations</p> <p>Assig: Read BP pp 6-7</p> <p>Activt: Prelim Market Analysis Res (F) Prelim Interview Results (F) Practice elevator speeches</p>	
7	Oct 11	<p>Topic: MARKETING PLAN Revenue Model Customer Surveys</p> <p>Assig: Read BP pp 14-18</p> <p>Activt: Prelim Industry Analysis Res (F) Model Company Description (F)</p>	10 Call Reports Prel. Competitive Matrix Model Company description
8	Oct 18	<p>Topic: OPERATIONS PLAN Supply Chain Walk an Order DEVELOPMENT PLAN</p> <p>Assig: Read BP pp 19-21, p22</p> <p>Activt: Review status of Plans. Answer questions</p>	Customer survey questionnaire
9	Oct 25	<p>Activt: Business Model (see Business Model Assignment) (P) All teams present (6-8 slides)</p>	Business Model Assignment
10	Nov 1	<p>Topic: FINANCIAL PLAN FINANCIAL PROJECTIONS Risk Customer acquisition costs</p> <p>Assig: Read BP pp 27-30 Review Financial Model – download from website</p> <p>Activt: Prelim. Customer Survey Results (F)</p>	

11	Nov 6 (Mon) Nov 8	Workshop 6:00 pm Financial Projections Model Activt: Marketing Plan (F) All teams present (6 slides)	MARKETING PLAN Customer Survey Results
12	Nov 15	Topic: FUNDING PLAN Offering & Valuation EXECUTIVE SUMMARY MANAGEMENT PLAN Assig: Read BP p 25 Read P pp 31-3, p 4 Activt: Operations Plan (F) Development Plan (F)	OPERATIONS PLAN DEVELOPMENT PLAN Preliminary 5 yr Income Statement. Customer Acq. Costs
		Thanksgiving Break	
13	Nov 29 Dec 2 (Sat)	Topic: Publishing Your Plan Investor Presentations Assig: Review Investor presentations (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	Dec 6	Activt: Business Plan Presentation FCQ's Peer Evaluations	2 copies Business Plan 2 copies of slides 1 copy financial model
15	Dec 13	Business Plan Competition	Reception & Presentation

BP: Writing a Successful Business Plan

F: In the Fire Session

Note: sections of the Business Plan are shown in CAPS