

		<p>Critique sample business plan (hard copy to be provided)</p> <p>Activt: Discuss sample business plan in class</p>	
4	Oct 4	<p>Topic: Value Proposition Business Analysis Assignment</p> <p>Assig: Read BP pp 11-13, p 27 Read Mullins Ch 4 & 5 Read Business Analysis Assignment Critique sample business plan (hard copy to be provided)</p> <p>Activt: Discuss sample business plan in class Write Value Proposition Opportunity/Need (F)</p>	Opportunity/Need
5	Oct 11	<p>Topic: PRODUCT/SERVICE Features & Benefits Margins Elevator Speech Making Slide Presentations</p> <p>Assig: Read BP pp 6-7</p> <p>Activt: Prel. Market Analysis Results (F)1 slide Prel. Interview Results (F) Practice elevator speeches</p> <p>Make an appointment with instructor for a team meeting over next week</p>	3 alternative Value Propositions Customer survey questionnaire
6	Oct 18	<p>Topic: MARKETING PLAN Revenue Model</p> <p>Assig: Read BP pp 14-18</p> <p>Activt: Prel. Industry Analysis Results(F)1slide Model Company Description (F)</p>	10 Call Reports Prel. Competitive Matrix Model Company descrip.
7	Oct 25	<p>Topic: OPERATIONS PLAN DEVELOPMENT PLAN Supply Chain Walk an Order Interim Peer Evaluation</p> <p>Assig: Read BP pp 19-21, p22</p> <p>Activt: Review status of Plans. Answer questions</p>	
8	Nov 1	<p>Activt: Business Analysis Assignment (P) All teams present (6-8 slides)</p>	Business Analysis Interim Peer Evaluations
9	Nov 8	<p>Topic: FINANCIAL PLAN FINANCIAL PROJECTIONS Risk Customer acquisition costs</p> <p>Assig: Read BP pp 27-30</p>	

		Review Financial Projections Model – download from website Activt: Customer Survey Results (F)1 slide	
10	Nov 12 (Mon) Nov 15	Workshop 6:00 pm Financial Projection Model Activt: Marketing Plan (P) All teams present (6 slides)	MARKETING PLAN Customer Survey Results
		Thanksgiving Break	
11	Nov 29	Topic: FUNDING PLAN EXECUTIVE SUMMARY MANAGEMENT PLAN Offering & Valuation Assig: Read BP p 25 Read P pp 31-3, p 4 Read Mullins Ch 6 & 7 Activt: Operations Plan (F) 1 slide Development Plan (F) 1 slide	OPERATIONS PLAN DEVELOPMENT PLAN Preliminary 5 yr Income Statement. Customer Acq. Costs
12	Dec 6 Dec ?	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
13	Dec 13	Activt: Business Plan Presentation for grade FCQ's Peer Evaluations	2 copies Business Plan 2 copies of slides 1 copy financial model
14	Jan ?	Business Plan Competition Reception & Presentations	

BP: Writing a Successful Business Plan

Mullins: New Business Road Test

F: In the Fire Session

Note: sections of the Business Plan are shown in CAPS.