

**MBAX6180**  
**Business Plan Execution**  
**Key Tasks January to May**  
**Spring 2008**

**January 31**

- Identify and get approval from instructor of 3 to 5 BENCHMARKS for Jan to May
- Prepare and get approval from instructor of the Jan to May ACTION PLAN (dates and responsibilities)
  - Sales and Marketing
  - Research & Development
  - General & Administration
  - Operations
  - Funding
- Prepare Jan to May budget (Revenue, Expenses, Cash Flow)
- Recruit Board of Advisors
- Establish legal entity
- Set up bank account
- Raise \$1,000 of capital per team member. Deposit in bank.
- Prepare Capitalization table Jan to May (founders, investors, advisors, others)

**February 15**

- Meet with the instructor to review status of ACTION PLAN and BENCHMARKS

**February 28**

- Presentation to Board of Advisors
- Establish website
- Establish email, telephone, voicemail, business cards, and stationary
- Prepare product/service literature
- Prepare Founder Memorandum of Agreement
  - Responsibilities
  - Compensation
  - Ownership
  - What do if:
    - Founder not doing job
    - Founder wants to withdraw
- Telephone, voice mail, email
- Company literature, brochure, stationary, business cards
- Insurance

**March 15**

- Meet with the instructor to review status of ACTION PLAN and BENCHMARKS

**March 31**

- Presentation to industry business persons

**April 15**

- Meet with the instructor to review status of ACTION PLAN and BENCHMARKS

**April 30**

- Presentation to Investors