**Ba 260 Business Plan Summary**

**Project Overview:**

You will have deadlines along the way with a number of smaller assignments, the main final project and one presentation.

**Deadlines:**

Project Assignment 1:

* Due Date: Tuesday, June 23
* Turn in list of project members

Project Assignment 2:

* Due Date: Wednesday, June 24
* Turn in summary of top three ideas

Project Assignment 3:

* Due Date: Thursday, June 25
* Turn in final project idea (you will have the weekend to think this over and can turn in an updated project idea on Monday, June 29 if you want to change)

Project Assignment 4:

* Due Date: Wednesday, July 1
* Turn in a business plan outline

**Project Assignment Due:**

* Due Date: Thursday, July 19
* Turn in a business plan outline

**Project in Class Presentation:**

* Due Date: Monday, July 13 or Tuesday July 14
* Present Project to Class

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| **Meeting Date:** | **Due for Project:** | **Summary** | **Requirements** |
| **Week 1:** |  |  |  |
| Monday |  |  |  |
| Tuesday | Assignment 1: Group Selection Due | Turn in List of Project Members | No page limits |
| Wednesday |  |  |  |
| Thursday | Assignment 2: Project Ideas Due | Summary of top 3 ideas for group | 1 to 3 Pages |
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| **Week 2:** |  |  |  |
| Monday | Assignment 3: Project Selection Due | A summary of the project you will be working on | 1 Page |
| Tuesday |  |  |  |
| Wednesday | Assignment 4: Project Outline Due | An outline of the business plan due | At least 1 Page |
| Thursday |  |  |  |
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| **Week 3:** |  |  |  |
| Monday | Assignment 5: Project Part 1 | The Business, Management Team, Industry Analysis | 3 to 6 Pages |
| Tuesday |  |  |  |
| Wednesday | Assignment 6: Project Part 2 | Financials | 1 to 2 Pages |
| Thursday |  |  |  |
|  |  |  |  |
| **Week 4:** |  |  |  |
| Monday | Project Due and Presentations | 10 to 20 Page final project due and Turn in slides | Turn in Slides |
| Tuesday | Presentations |  | Turn in Slides |
| Wednesday |  |  |  |
| Thursday |  |  |  |

**Example Formats:**

You will be given access to example plans and we will go over in class what is expected. However, you will have some leeway in deciding how to set up your project. Some Investment firms (Y-Combinator) do not even want a business plan. What they want is something engaging with strong team and market potential. You will be graded on making your project engaging.

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| **Business Plan Idea 1: Components** | |
| Executive Summary | 1-2 pages |
| The Business | 1-2 pages |
| Management Team | 1-2 pages |
| Company Structure and Legal | 1-2 pages |
| Industry Analysis | 1-2 pages |
| Market Plan | 1-2 pages |
| Operations Plan | 1-2 pages |
| Financials | 1-2 pages |
| Offering Plan | 1-2 pages |
| Appendix | Unlimited |

**Figure 1: Layout Style 1**

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| **Business Plan Idea 2: Components** | |
| Company purpose | 1-2 pages |
| Problem | 1-2 pages |
| Solution | 1-2 pages |
| Why now | 1-2 pages |
| Market size | 1-2 pages |
| Competition | 1-2 pages |
| Product | 1-2 pages |
| Business model | 1-2 pages |
| Team | 1-2 pages |
| Financials | 1-2 pages |
| Appendix | Unlimited |

**Figure 2: Layout Style 2**

**Notes**

Next Meeting May 4th

Attend Violettas course

Read Tommy John study

Kill ideas quickly

**Day 1**

1. Accounting basics, income statements
2. Ideation going
3. Group start
4. Get data you can’t get from Google
5. Find broad interests, ideas and groups
6. Creativity and ideation better to think separately then meet group
7. Data
   1. Real customers
   2. Real sales numbers
   3. Real margins
   4. Actual vendor costs
8. Can’t answer who will buy unless you talk to real people
9. Ideation come up with 25 ideas

**Weeks 1 and 2**

1. Do research gather data
2. Even if you prove something bad you are graded on effort
3. 50 people liked, 20 said they would buy at $10 dollars
4. Come up with any working prototype
5. Do I want to have them turn in and give feedback, optional, rough draft
6. Start getting data