Business Model

SWOT analysis

Porter’s 5 forces

Executive Summary

Empathy Map

Marketing Plan

1. Project
   1. Mission Statement
      1. Who we are?
      2. What we do?
      3. Why we do it?
   2. Research
      1. Quantitative
         1. Surveys
      2. Qualitative
         1. Focus groups
      3. Permits
      4. Best trends & best practices
      5. Financials
         1. How much money can you make thru this?
      6. Ask an expert
      7. **Differentiation**
      8. Feasibility
         1. SWOT
         2. Porter’s 5 forces
      9. Competitive Analysis
   3. Marketing
      1. How are we taking our product/service and communicating it to the customer segment?
      2. Focus who your market is and go after them
      3. Marketing Mix
         1. Things to think about…
            1. Price
            2. Place
            3. Promotion
            4. Product
         2. Online and offline marketing
            1. Online

Measurable

Cheap

How do we know this is working?

Marketing costs must be less than revenue per customer

* + - * 1. Awareness versus Direct Response

Awareness

What McDonald’s does

Commercial on TV for McD

Everybody knows what McD is, but they want to stay in your mind.

Direct Response

* + - * 1. Offline
  1. Financials
     1. Pro-forma
        1. Revenues – costs = +/-
        2. 3 years of pro-forma
     2. Cash Flow Statement
        1. There’s a difference between what your accounting says and what your cash statement says
        2. Start: $100,000
        3. Month 1:
           1. Cost/expenses - $10,000
           2. Revenue - $5,000
           3. Cash Remaining: $95,000
        4. Month 2:
           1. Cost/expenses - $12,000
           2. Revenue - $8,000
           3. Cash Remaining: $89,000
        5. Do conservatively high on expenses, conservatively low on revenues
  2. Assumption
     1. I will pay more to have healthy food
        1. You have to prove that is an accurate assumption!