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Business Plan Tool

enable, measure, insights

June, 2017

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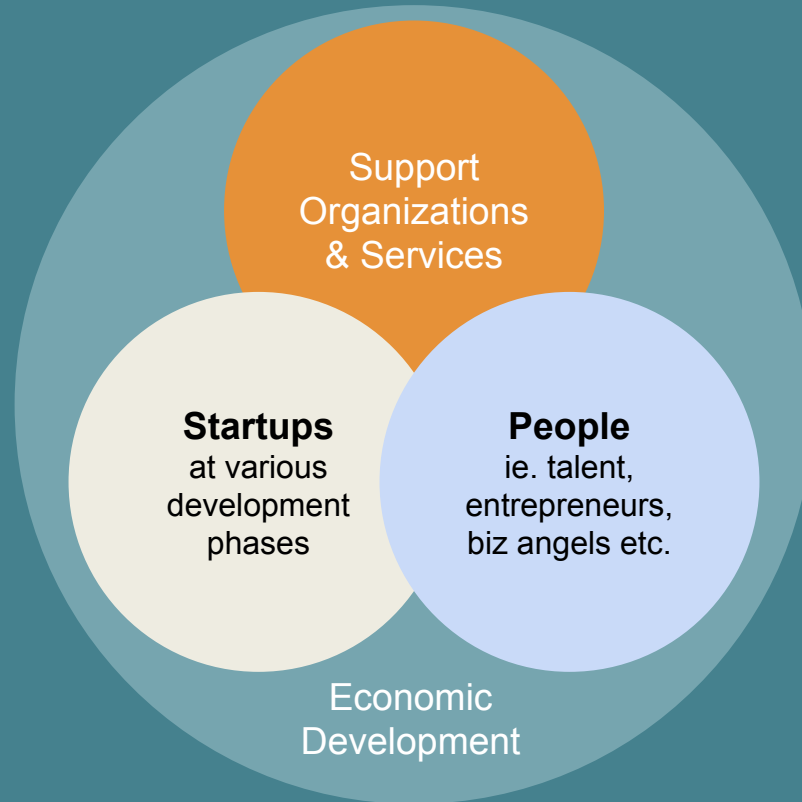
Part of the **growvc**
group

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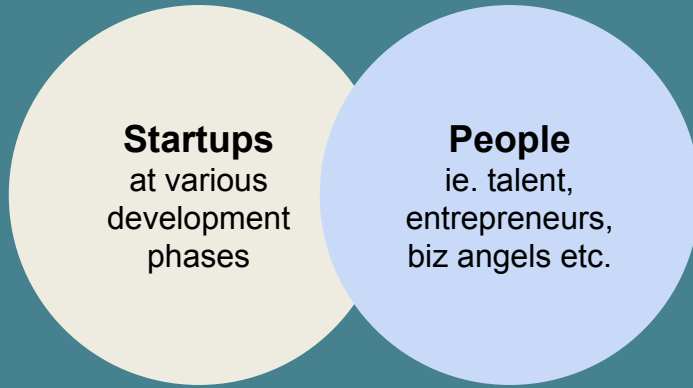
- to improve knowledge and ROI of investments and costs made towards innovation and job creation
- to improve the volume and success rate of startups scaling out from your region
- to accelerate your startup ecosystem development
- digital solutions with international connections necessary in all key areas in which we advise
- part of Grow VC Group a global a leader in enabling digital investing and lending to connect innovations with global digital finance

+ + **Business Plan Tool** + +

Key parties in Startup Ecosystem



key users and use of the tool



- guided self planning tool for creating and maintaining business plan and financial calculations



- tool for managing and measuring individual customer planning progress and statistics
- tool for overall planning statistics and new business planning insights

Business Plan Tool

- scalable support tool primarily for new entrepreneurs & new SME's
- for innovative SME's (startups) most relevant after MVP validation (prior to that, business model canvas is more flexible as primary planning tool).
- guided tool for creating and maintaining business plan including:
 - written key segments
 - financial calculations with embedded formulas
- instructions for business plan creation and using the tool
- text format advise, help questions and connected resources for business plan creation
- tooltips (popup help texts) per each segment/field
- video guided instructions and advice can be produced
- live deployment case version:
<https://www.liiketoimintasuunnitelma.com/>

Business Plan Segments

- written key segments
 - summary of the Business Plan & SWOT
 - expertise
 - products and services
 - customers and markets
 - markets and competition
 - your company
 - financial administration and accounting
- financial calculations with embedded formulas
 - profitability calculation
 - customer & product segmented pricing & sales calculations
 - three year performance plan/estimates

Key functionality (users)

- register new account / login
- create sub user accounts (ie. biz partner, advisor etc.)
- create business plan
- create new version, copy version, rename, download as PDF
- set tooltips on/off
- forgot password / change password

Key functionality (admin)

- create and manage all visible text content and language versions
- manage tools tips text content
- add/remove admin users and access levels
- add partner companies
 - manage partner companies “contact info” positions & messages
 - see contact request reports
- list & number of users (username, email, date,)
 - today
 - this week
 - this month
 - this year
 - total
- remove users

History

- first version created 2006 in Helsinki, Finland
- iterated development over the years
- robust: live use for 10 years, minimal down time,
- only single bigger issue in history,
 - partially lost data due hosting company server failure (fix: moved to Amazon cloud)
- impact: prior to business plan tool, a word version templates were used in connected services
 - below 20% of customers had created a initial plan before advisory meeting (regardless of being an requirement for meeting and .doc templates available to download).
 - no measurability or KPI data from planning possible to get
 - after introducing online business plan tool, almost 80% of customers had independently created a an initial version of their business plan prior first advisory session
 - significant efficiency increase, as advisory session could start from step further with more thought process done prior to initial advisory meeting
 - online tool benefits; always available, data & analytics, mandatory fields, guided process, etc.

First version use statistics

- initial monthly growth from few hundred users to few thousand per month within first 6 months
- first few years about 2-3x annual growth
- leveling to about 10 000 users (22 000 sessions) per month,
- creating $\approx 1\,600$ user accounts and new business plans per month ($\approx 20k$ plans per year)
 - (reference point, about 30 000 new companies registered in finland annually)
- Total average time spent on site per user 14 mins per one session
 - $\approx 35\%$ of users per month spending over 30 mins per session

Possible statistics for insights

- total number of user planning sessions
- total durations of time spent in creating plan
- time spent in specific segments / topics
- number of iterations per segment
- volume of content per segment and total plan
- range of values used per field in calculations
- number of plans per business vertical
- time spent on plans per business vertical
- number of plan versions per user
- plan progress: time spent & times planning since started
- number of customer segments
- key customer segments
- average number of products
- product pricing, cost and profitability
- key products/product types
- highest profitability verticals
- highest funding needs
- planned entity types
- number of founders
- locations of users
- finance calculations based data
 - average establish costs (in detail)
 - planned funding sources
 - profitability levels
 - fixed cost levels (in detail)
 - revenue targets
 - sales targets
 - three year outlooks

Business Plan Tool

Request a proposal

Learn more

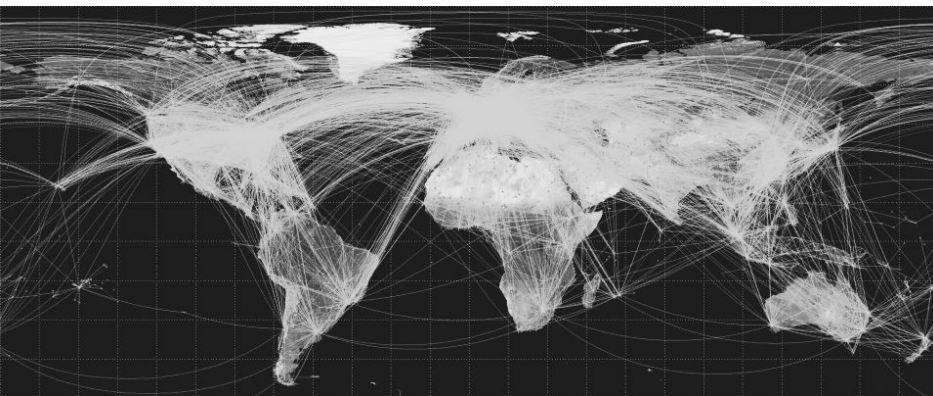
Expertise

- Startup Commons assists national and local governments in various maturity levels and population in US., EU and Asia on policy making and developing solutions, services and instruments on how to nurture and grow a thriving startup culture and how to develop startup ecosystems in globally connected world.
- In addition to past six years of intense startup ecosystem research and development, teams expertise is based on decades of personal serial entrepreneurship experiences, combined with experience in working within and with public sector organizations for startup advisory and support service development.

Connect, Measure, Benchmark!

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